Board of Trade Journal

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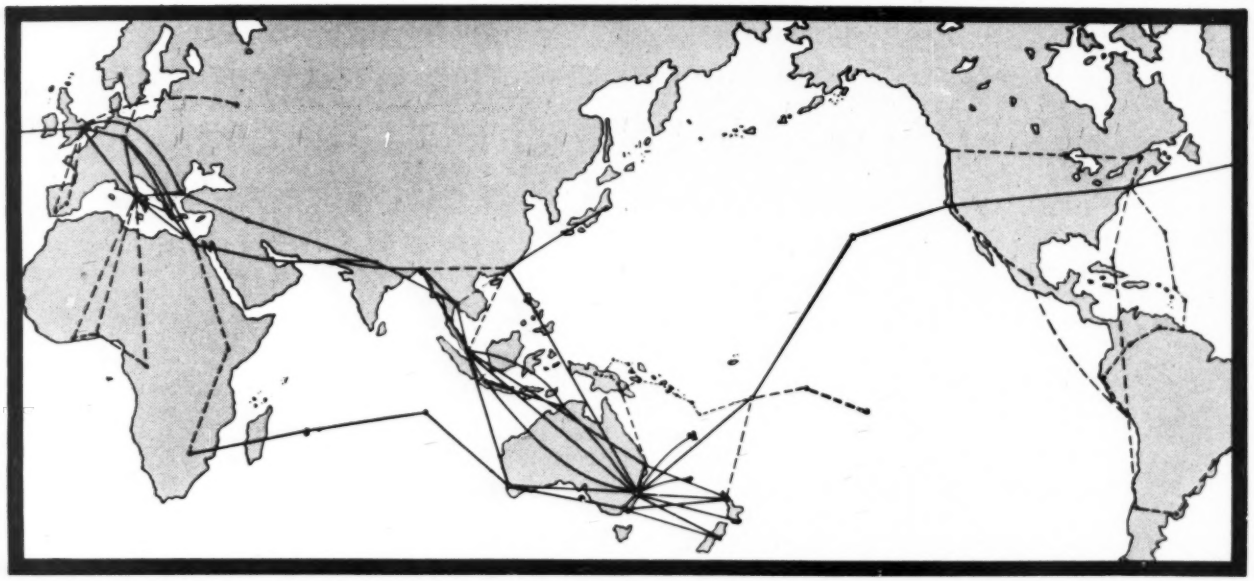

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Board of Trade Journal

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Front cover photograph

Coventry Climax fork lift truck handling cargo in Rotterdam. Coventry Climax first exported fork trucks to Rotterdam port 12 years ago and the port now has a fleet of over 50 of the latest models. Rotterdam port, the largest in Europe and second only to New York in the world, comprises some twenty harbours which in 1962 were used by more than 25,000 sea-going vessels. The total quantity of goods handled in the export trade amounted to some 96 million tons. A special supplement on trading with The Netherlands, Belgium and Luxembourg, appears with this issue of the *Board of Trade Journal*.

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BLOCK LETTERS

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Productivity—the next five years

Mr. Edward Heath speaking at the opening of the conference.

NATIONAL PRODUCTIVITY YEAR is over. But in a calendar sense only. At Eastbourne on November 26, 27 and 28, some 1,100 delegates consisting of top management from firms – large and small – educationalists, representatives of professional organizations, and trades union leaders met to discuss the future outlook of industrial Britain, and the steps and changes necessary to create a new attitude of mind in industry, commerce, education, and in government for ensuring full order books, full employment and a high standard of living.

There can be no doubt about the success of NPY. Lord Netherthorpe, chairman of the British Productivity Council – organizers of the Eastbourne conference – and conference chairman, told a *Board of Trade Journal* representative 'NPY has certainly generated a fresh upsurge of interest in firms, local government and other fields in their efforts to raise productivity, and it has also helped to improve the climate of industry as a whole. This could not have been achieved without the full co-operation of management and men, or without the acceptance of change where change was necessary.'

The theme of the conference was 'Productivity – the next five years', or as one delegate terms it 'the where-do-we-go-from-here?' conference, and was opened by Mr. Edward Heath, Secretary of State for Industry, Trade, and Regional Development following the preliminaries during which Lord Netherthorpe announced that H.R.H. Prince Philip had felt obliged to cancel his engagement to speak at the conference dinner, and the delegates had stood in silence as a mark of tribute to the late President Kennedy – 'a great leader of a great nation'.

At the opening plenary session the speakers were Sir Robert Shone, Director General of the National Economic Development Council who spoke on 'The economic outlook for industry', Sir William McFadzean, chairman of the Export Council for Europe, and of British Insulated Callender's Cables, Ltd., who addressed the delegates on future prospects for large firms, such as his own, and Mr. L. G. Oxford, managing director of Fram Filters Ltd., putting forward the points of the medium-small firms. The case for the trades unions was put by Mr. Lewis T. Wright, general secretary of the Amalgamated Weavers' Association.

The Secretary of State said that too many firms were reasonably happy to coast along moderately successfully without exerting themselves too strenuously, that they were just good enough to survive so long as the atmosphere was one of mild and gentle competition, and 'either they must rouse themselves or we must find means to prick them into activity.' Developing this theme, Mr. Heath said: 'Nobody can just sit back and wait for someone else to plan him into growth. The industrial results of scientific and technical advance may sometimes seem magical enough. But they are earned by hard work, ingenuity, and the readiness to change.'

Continuing, he said: 'The impulse to change must come from management, and I mean top management – in the board rooms. Unless chairmen and boards of directors get the message, it is not likely that anyone else in their organizations will make much of it. Managements must be self-critical, they must be prepared to initiate change, to accept the efforts and adjustments it requires of them, and to meet the problems it brings. On their side employees must be equally ready to accept change and to see their own advantage in it.'

Mr. Heath referred to the 'excellent example' set by the National Union of Boot and Shoe Operatives, of which Mr. S. A. Robinson, the general president, is the chairman-elect of the British Productivity Council for 1964. The Union, he said, had shown a readiness to accept, and to make the most of changes in methods and equipment. 'I am sure that is one important reason why the boot and shoe industry is technologically so far advanced. But a firm's workers will only be able to take this attitude if relations with management are right.'

Other points from the Secretary of State's speech were:

'Allowing for the regular growth of our labour force, 3·2 per cent is the annual increase in productivity required to achieve a 4 per cent growth in our annual output. It is vital for us to achieve this, vital to our competitive position, vital to our export trade and vital to our whole standard of living.

'The recent estimates in the Economic Review of the National Institute suggest that the economy can continue to expand in 1963 and 1964 by increasing the number of people at work. Our Regional Development policy has an essential part to play in this by bringing greater economic activity to those areas where unemployment is heaviest.

'There are other ways – for example by bringing married women and older people back into employment we can add to our production. But thereafter the only way of expanding output will be by increasing productivity. We must all take the action that this requires.

Best use of men, machines, materials

'How is it to be done? Increased productivity demands the best possible use of men, machines and materials. Put like this it seems so obvious that it hardly needs saying. Unfortunately, it does still need saying. Your Council exists because it needs saying. The whole purpose of NPY is to focus attention on the need for increased productivity and on the ways of achieving it.

'The National Institute's Economic Review has pointed out that since the last quarter of 1962 output has been increasing at the rate of 5·6 per cent a year. This looks impressive. It suggests that we are well on the way to achieving our productivity target. The present increase in output per man means that expanding activity after a quiet period is employing our capacity more fully.

'This is excellent. But we should not persuade ourselves that it represents the achievement of the underlying increase in efficiency for which we are striving. In spite of what has been attained this year, there are still far too many managements who have not yet thought sufficiently seriously about increasing productivity in their own factories.

'If increasing productivity is the key to growth it is a key which is held by individuals. The qualities of ingenuity, of a critical mind, are individual qualities. They must be looked for at all levels.'

(Other points from Mr. Heath's speech were given in last week's issue of the *Board of Trade Journal*, page 1192.)

Lord Netherthorpe introduced Sir Robert Shone, Director General of the National Economic Development Council, who after referring

to the common determination of the Government, management and trade unions, to aim for an average growth of 4 per cent a year for the five-year period from 1961-66, said: 'This is a difficult target but I believe it can be achieved. If we are to look five years ahead from now, that is to 1968, I would think it still quite reasonable to expect to sustain growth at the 4 per cent rate in the two extra years beyond the present plan which has barely three years to run.

Continuing he said that although a fair start had been made on the current growth programme, within the next 18 months the genuineness of the efforts made and the more confident views expressed by industries about their future would be tested. 'Given an ability, then, to stick firmly to the course on which we have embarked we will be over the most difficult hurdle. Thereafter the self-sustaining forces of growth should assist us to keep up the faster pace on which we have embarked,' he said.

Sir Robert said we were still rather behind our target at the present time, notwithstanding the good performance of the past 12 months, slow growth in 1961 and 1962 had to be caught up with, we would require to increase the national output by something over 25 per cent for the five-year period from the middle of this year to the middle of 1968. The corresponding rate of growth over the last century in the national output had been, on average, no more than 2 per cent a year. This had been made up of just over 1 per cent increase in annual productivity plus nearly 1 per cent increase in population. These gave us an increase in output of only about 10 per cent over a five-year period so that our current objective was over twice the rate of growth we had experienced historically.

In a speech in which he discussed 'The future – large companies', Sir William McFadzean, chairman of the Export Council for Europe, said that the most fundamental element in British industry was 'organization and people'. Sir William went on to say that although there would always be a place for the smaller and often pioneering unit the general trend must be towards larger companies and groups. This was not only because of their readier command of capital resources, research facilities and the like, but, even more so, because it was no longer just national but international competition that must be faced, and faced on equal terms. 'What matters today is the economic strength of a country's industrial battleships with the smaller, often supply and servicing craft, still doing such vital jobs. The fact that well over half of British exports now come from fewer than 200 companies is frankly not surprising in the world of today – although I hasten to add, as chairman of the ECE, that this should not stop many more companies entering the export field.'

Referring to exports, he said that there was not only a growing awareness in this country of the need to export but an ever increasing action being taken and success being achieved in the export field. We should avoid any temptation to be complacent, for exporting was a constant battle and not just a series of spasmodic engagements.

Lord Netherthorpe sums up at the close of the conference.

Concluding, Sir William said that NPY was in itself a great conception and he knew much had been achieved. But, as the organizers of this conference recognized we could not dwell in the past or linger in the present but must be constantly looking into and planning for the future. 'A future which, in my view, is rich in promise, for the volume of world trade must steadily increase and great opportunities occur for new products and developments. But a future also containing a great challenge, for the markets of this world are increasingly open to fierce international competition.'

Mr. L. G. Oxford, managing director of Fram Filters Ltd., dealing with the smaller companies said that although NPY committees had done so much to help smaller companies, there was a pressing need over the next five years for short-course training schemes for executives that, with a simple and basic approach, would teach the value and know-how of assessing their company, the principles and methods they should adopt and the further help and advice of which they could avail themselves.

'While to many this may sound elementary', he added 'I can assure you from experience that it is not. Such courses are very necessary and with the right approach the results would accelerate increased productivity and the general efficiency of our smaller companies by a far greater percentage than would generally be considered possible.' He instanced courses in research and development, design and accounting, and production.

Export consortium for smaller companies

In the field of exports, he was convinced that, with the excellent help of the British Productivity Council, the Board of Trade and exporters' clubs, considerably increased exports could be achieved by the medium to small company through the setting up of export consortiums. An experiment was carried out in South Wales, which proved this. Eighteen companies wanted to join a consortium; after a study of what each company had to offer, eight had to be deleted, because they did not have suitable products or services. Of the remaining ten, six were now selling in the export markets and one had negotiated a cross-licensing arrangement. This showed what could be done.

Concluding, he said: 'Experience over the past year has proved that NPY has been a valuable asset to many of the smaller companies. If the opportunity is grasped to build soundly on the foundation it has provided, the annual increase of 3.5 per cent in productivity needed to implement the 4 per cent increase in growth proposed by NEDC, so far as the medium to small company is concerned, can be exceeded.'

Mr. Lewis Wright, general secretary of the Amalgamated Weavers' Association, and chairman of the Trades Union Congress spoke on the question of communications within industry. He said he favoured the wartime techniques of Field Marshall Lord Montgomery of keeping everyone informed of his plans. 'This analogy might well be applied to industry,' he added. 'Too often managements believe that communications should be between individual workers and themselves and that the workers' trade unions can be lightly passed over. Such action can only serve to breed suspicion and can result in making two enemies in the effort to make one friend. This is bad business', he added.

Concluding, Mr. Wright said that the prime objective of the trades unions was to secure improved living standards, full employment and better conditions. These could be achieved only if Government, industry and workers accepted the need for change and realized also that while great benefits could accrue, great dangers also existed and must be taken into account. 'We must strive to convince each other and remember that people are important.'

On the final day of the conference the chairmen of the five sections who met on the previous day to discuss Research and Development, Production, Retail Distribution, Marketing, Education and Training, presented reports highlighting important aspects of the deliberations of their particular sections.

Sir Harold Roxbee Cox, chairman of the Council for Scientific and Industrial Research, presenting his report on research and development, said that in the discussion of the nine papers given in this section great emphasis was laid on the vital part which research and development had to play in increasing productivity. Sir Harold said one important point made in the discussions was the vital importance for industry of being interested in what was described as after-sale performance. The implied criticism was that

too many sections of industry ceased to be interested in their products after they were sold.

Summing up he said that in his opinion the most important idea emerging from the discussion was the sheer necessity to organize if they were to channel research and development in the next five years in the ways most effective for the growth of the economy. Sir Harold said there needed to be a deliberate effort in each firm, in each industry and by the nation as a whole to select those practical objectives which were likeliest to profit the nation's economy. If this was done it would become possible to direct the research and development effort with the maximum efficiency, and to avoid the danger of 'good people doing good work producing scientific facts which are never going to be used'.

Retail distribution

Presenting his report on retail distribution, Sir Richard Burbidge, chairman of British Home Stores Ltd., said that terms like 'productivity' had an unfamiliar ring to retailers and seldom struck a responsive chord. 'Retail distribution presents a picture of great diversity,' he added. 'There are well over 500,000 retailers with total annual sales of £9,000 million. There are 10 shops in the country whose annual sales exceed £5 million, there are 70,000, including many market stallholders, whose sales do not reach £2,000 a year. Over a quarter of our shops employ no staff. It is not easy, therefore, to say useful things of general application, platitude apart, where the methods of approach differ widely.

'I confess that there has been a feeling sometimes among retail distributors that there was no place for them in a conference concerned with industrial productivity. This conference has changed all that. We feel this is the first time that retail distribution has been acknowledged as an integral part of the industrial process. We are certain that this conference will encourage a far greater interest among retailers in the ideas which lie behind NPY. There is a job for retailers to do on local productivity committees and associations will be receptive to their contribution,' said Sir Richard.

Summarizing the discussions and papers on production, Sir Bertram Waring, chairman and managing director of Joseph Lucas Ltd. and past-chairman of the British Productivity Council, said that productivity was the one subject, which from everybody's point of view was non-controversial. Everybody agreed with productivity and most people realized that unless there was a more rapid improvement of productivity our prospects nationally were not very good.

The five papers – capital investment, design, quality and reliability, operational aids to productivity and good industrial relations – were all forward looking. There were two points worth observing. The first was that the national economy was conditioned by research and development on the one hand and on the other by high productivity. It was an anomaly that Government direct support for productivity amounted to only one per cent of what was allocated for research and development. The second point was that it seemed widely believed that productivity was something that only concerned factories.

Sir Bertram said that the greater part of the employed population did not work in factories and those responsible for them seldom thought in terms of national productivity so far as it concerned their own activities. 'Maybe this is an exaggeration,' he added, 'but what of all the large commercial and industrial offices, have they nothing to contribute to NPY? Very few think they have but I know of one large office, with a staff of several hundreds, that set itself a target during NPY of saving a million pieces of paper. It achieved its object in six months.'

Nevertheless, he said, it was to industry that NPY looked for its greatest achievements. 'The results to date have varied considerably, some have achieved little, some have achieved a lot, but any management of either factory or an office that believes it is so efficient that no economies are possible is either self-satisfied or cannot see the wood for the trees.'

Mr. D. E. Woodbine Parish, chairman of Bovis Ltd., and a vice-chairman of the City and Guilds of London Institute, summarizing the discussions on education and training said that since the various papers in his section had been printed, a number of highly significant events had taken place. He referred to the report of the Central Advisory Council for Education (The Newsom Report), which was followed in October by the publication of the Robbins Committee Report on Higher Education. A few days later a White Paper, defining the Government's broad intentions with regard to the recommendations contained in the Robbins Report, was issued. 'A fortnight ago the Industrial Training Bill was tabled and last week that Bill received its second reading in the Commons and met with general support from both sides of the House. And, since this conference assembled on Tuesday, the British Institute of Management has published the report by Lord Franks on the important subject of establishing two British business schools of high quality in London and Manchester.'

He said with the challenging conference papers presented to the Education and Training Section and the first reactions to the several documents recently published, it was not surprising that a complete absence of complacency, a marked dissatisfaction with the current situation and a lively realization of the tremendous tasks that lay ahead of industry and commerce pervaded the section's deliberations.

In conclusion he said: 'Delegates must go away from this conference fired with enthusiasm, having met in an atmosphere congenial to the exchange of ideas and ideals of people of like mind with similar problems. They must carry their enthusiasm for this work back to their areas of influence and infect their various sectors of the national economy with the need to accelerate the acceptance of change and all that it involves in the interests of developing to the full the nation's human resources through education and training in such a way that, within a short period, there is greatly increased productivity throughout all sectors of the nation's affairs and a vast addition to the sum of human happiness.'

Mr. M. I. Prichard, managing director of the Perkins Group, began his summing-up as chairman of the marketing section discussions by referring to the NEDC publication – 'Export Trends' – which reported that Britain's share of world exports of manufactured goods had fallen from 21 per cent in 1953 to an estimated 15·2 per cent in 1963, with each successive year worse than its predecessor – 'an ominously declining curve'. Mr. Prichard said that while rising manufacturing costs, and to some extent, a lag in the innovation of the newer, more highly technical products had done their harm, it was obvious that one of the main features had been our slowness to react to changing market conditions.

'In fact,' continued Mr. Prichard, 'there has been a failure by British industry as a whole to adopt widely and whole-heartedly, marketing philosophies and techniques now accepted on a nation-wide basis by other technically advanced exporting countries. If this country is really determined to give a boost to its selling effort, some central organization is required which can co-ordinate all aspects of export business.'

He suggested that an appropriate authority should be set up to make an immediate and urgent detailed study into all aspects of exporting. This authority, he said, should consist of a group of men of the highest calibre drawn from the Government, industry and trades unions, to define what were the requirements of exporters and which of the export facilities in existence today really made a contribution to our national productivity.

'Furthermore,' he added, 'this committee or commission should be charged with the task of investigating the possibility of setting up a central Export Corporation capable of handling all aspects of our international trade into this Export Corporation. I would go as far as recommending that even the function of the Export Credit Guarantee Department with all its ramifications be included.'

Mr. Prichard said it should be so established that the suggested Export Corporation would continue to exist on its own funds which should be paid by industry, if necessary, by a compulsory levy imposed on all organizations capable of making a contribution to the nation's exports, such payments to be allowable for tax.

'One area in which I think such an Export Corporation could with Government aid have an immediate impact on directing more intensive effort by manufacturers towards exporting would be to support export market research surveys to the extent of meeting half of the cost of any survey accepted as being worthwhile and in the nation's interest,' he said.

The chairman sums up

Summing up at the end of the chairmen's reports, Lord Netherthorpe asked: 'What were the main lessons of NPY and of the conference as a whole? Or what guiding principles do they give us for the future? How can the main themes we have been exploring be more effectively deployed for the benefit of industry? In answering the first of these, I am crystallizing the experience of leading firms up and down the country, as they have been highlighted by the Year. What they have proved in their own practice offers the surest guide to all of us in making our future plans.'

Lord Netherthorpe said that when NPY was launched, objectives of a broad kind were set out in published statements. Events had

proved the rightness of this course. The main aim then was to offer bodies of all interests and sizes, and without surrendering their independence, the feel and experience of working together in a united national campaign, and to realize its potentialities. Following the Year itself and this conference, we could give much greater precision to the main objectives for the next five years.

He was pleased to be able to announce that the bodies which accepted responsibility for the five sections at this conference had agreed in principle that the sectional organizations, with modifications as suggested by experience, should be kept in being. The first task was for each of those sections, in the near future, to review the results of the discussions they had had at the conference and then to plan ways in which the main themes and findings could be disseminated throughout the country. In this task, they looked forward confidently to the continued help of the countless organizations and individuals at all levels who had given such valuable help during the Year.

Speaking of the method of dissemination, he said: 'The task is to spread ideas effectively to industry, and to receive from industry information about their reception. This implies the existence of a network of organizations throughout the United Kingdom which is closely in touch with all aspects of industrial life in its locality. We believe this need is met by voluntary bodies which represent both sides of industry, professional bodies, education, local government, and indeed, any organization which is interested in efficiency. Such bodies have existed in the form of local productivity associations for some years. They were transformed in increased numbers, during the Year, into special NPY committees; and are continuing after the Year with the retention of the strength and membership gained during it.' These local bodies, he said, would provide the link with, and the platform for, the campaigns that would be planned by the various sections, in their continuing form.

'These local bodies could also provide help in another way – particularly to smaller firms, though not to them alone,' he said. 'I mean in making better known the information of various types that is available from national organizations – in the field of research, to take one example – and also in promoting a wider demand for the services they offer. A good deal has been said during the conference about this complex problem. Its full solution could have many administrative and financial implications; and, of course, the collaboration and goodwill of many organizations would be an essential factor. NPY has done so much to secure the latter that I firmly believe the former can be dealt with as well. After the conference, we intend to discuss with all those concerned, measures for doing so, based on the lessons of the Year.'

Continuing he said that individual firms throughout the country had had great benefit from internal campaigns, associated with the NPY. In the light of the successes achieved, they would increasingly see the benefit of making use of this or that aspect of the future national campaigns and adapting them to their own purposes. Their results would be looked forward to because it was their example which was the most telling encouragement to others. It was not only to the organizations immediately associated with the continuing plans that they proffered the guiding principles that were the results of NPY. Every body and firm in the country could make use of them as a focus for their own activities.

Future work of NPY

'We believe that future work beyond the Year should be based on the same loose, but understanding collaboration between bodies in all fields – each pursuing their own specialized ends, but willing to work with others for a common purpose,' he said. 'The NPY, and this conference, are representative of a movement sponsored by industry and for industry. Its aim is to help industry to perform its national function even more effectively. It is therefore of a quite different character from that advice and criticism with which industry is so often plied from outside, as unwelcome as it is ill-informed. The idea is of the vanguard of industry – those firms, large and small, in every sector who are leading the way in techniques and innovation – setting the pace, and smoothing the path of the main body which is pressing forward confidently to occupy and exploit the territories their advances have won.'

Concluding the chairman said: 'Industry is today the main support of the whole national fabric – more, the very originator of most of the components of the general standard of living. Yet, in spite of its now preponderant role, industry still seems on occasions slightly on the defensive – as if still bound by the past. The NPY had an objective which, though then unexpressed, underlay all the others. It was that industry should shake off those last vestiges of the past. It was that industry, confident in its powers, under the guidance of its vanguard, fearlessly using self-criticism, not for defeatism or denigration, but for a determined improvement of any aspect that could be better, move forward as the symbol and the leader of a regenerated Britain. That is the direction in which NPY was a first step. I now call on all of you here, and our millions of colleagues all over the country, to join in moving further and faster along that path, over the next five years.'

Conference dinner

Following a day of discussions on November 27 a dinner was held at which the principal speakers were Sir Norman Kipping, Director General of the Federation of British Industries, and Mr. F. Hayday, immediate past-chairman of the Trades Union Congress.

Sir Norman said: 'If there is one thing this National Productivity Year has shown, it is the central importance of the human problems that lie behind reluctance to change. Change must not be stopped, for all change spells opportunity, but the human fear of it must be removed.

'Have we been successful with this campaign?' he asked. 'The number who had played some part in the NPY programme reached far into the hundreds of thousands. Perhaps the greatest discovery of NPY had been the contribution of some dozens of learned and professional societies. All of them had responded to give some attention in their programmes to the conference's subject matter – "Productivity – the next five years".'

Efficiency, said Sir Norman, devotion to science and technology, modernizing Britain, preserving our competitive power, clearing away old rubbish, accepting the challenge of change, keeping educational opportunity in step with demand – these had been the essence of the NPY. 'I hope they will not forget that in the end we must carry with us the hearts and minds of individual men and women who love our country and believe in it, who are sick of cheap sneers, who ache to see us contributing of our skills and experience to the betterment of the world, and who can be led to understand that we can only do this from a position of economic strength.'

Mr. Hayday began by saying that the British Productivity Council had been working for years to get a better appreciation of the benefits that greater efficiency could bestow on the community generally as well as those directly concerned in industry. The general need may have been well enough understood, but too few people knew how to translate the need into action.

'National Productivity Year,' he continued, 'was designed to show how specific needs can be met by particular remedies. This was the main reason for harnessing the specialized knowledge of professional bodies. At the end of the Year there is no excuse for anyone who does not know of the wide range of services available to tackle almost any technical or managerial problem.' Trades unions, said Mr. Hayday, were convinced of the need to sustain and increase the progress which National Productivity Year had started. Employers and trades unions must continue, and strengthen, joint action in a common interest and for mutual benefit.

Concluding he said: 'If we are to achieve better living standards, if we are to hold our place in a progressive world, we must keep alive the interest aroused in NPY. We must mobilize our considerable resources, utilize our skills, apply our "know how" and show that Britain is capable of a greater expansion in economic growth than we have shown in recent years.'

Bulletin for Industry

THE November 'Bulletin for Industry' prepared by H. M. Treasury deals with the nationalized industries: performance and prospects and the increase in salary earners. Copies from the Central Office of Information, Hercules Road, London, S.E.1.

Buchanan report on traffic in urban areas

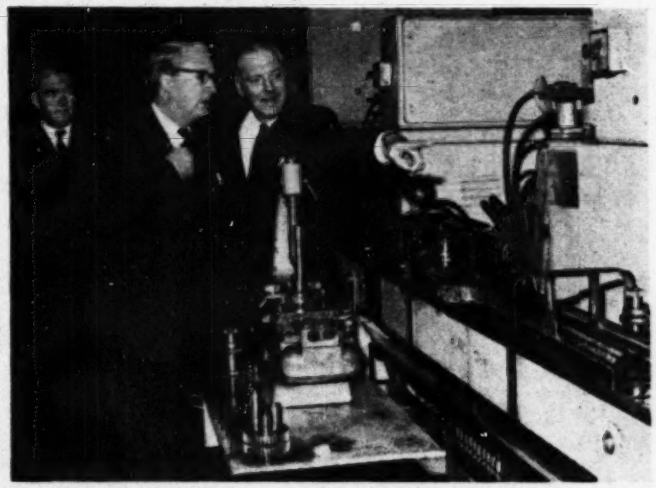
TRAFFIC IN TOWNS, *a study of the long term problems of traffic in urban areas, contains the Reports of the Steering Group and Working Group appointed by the Minister of Transport in June, 1961. The terms of reference of the Working Group, which was led by Mr. Colin D. Buchanan, were 'to study the long term development of roads and traffic in urban areas and their influence on the urban environment.' Copies: H.M. Stationery Office. Price 50s., by post 52s. 6d.*

Secretary of State visits Birmingham

CONTINUING his programme of visits to regional centres, Mr. Edward Heath, Secretary of State for Industry, Trade and Regional Development, visited the Midlands on November 28 and 29. On November 28 he dined in Birmingham with a group of West Midlands industrialists where he exchanged views on a variety of industrial and commercial matters.

Mr. Heath began his programme on November 29 with an addressed to the staff of the Midland regional office of the Board of Trade, and continued with a meeting with representatives of the Trades Union Congress Midland Advisory Council. He then met the regional heads of some other Government departments before calling on Alderman Dr. Louis Glass, Lord Mayor of Birmingham, at the Council House, where he also met Mr. T. H. Parkinson, Town Clerk, and Alderman W. T. Bowen, chairman of the council's Overspill Committee.

Later in the day Mr. Heath travelled to Longbridge, where he had lunch with Lord Lambury, President of the British Motor Corporation; Mr. George Harriman, chairman and Managing Director of BMC, and other directors. During the afternoon he undertook a brief tour of the corporation's factory at Longbridge.



Mr. Edward Heath (centre), who visited Birmingham on November 28 and 29, seen at the Longbridge works of the British Motor Corporation with Mr. G. W. Harriman, chairman of BMC. Mr. J. Leckie, Second Secretary, Board of Trade, is on the left.

Expansion plans in NE and Scotland

THE COATES PATONS thread and wool group announced on November 25 plans for a £1·5 million expansion programme at Darlington, Jarrow and Billingham in the North-east and at Paisley in Central Scotland. It is expected that jobs will be created in due course for about 500 workers.

The Industrial Estates Management Corporation for England announced on November 27 that plans were now also being prepared for an extension of 27,000 square feet to the Board of Trade factory occupied by Patons & Baldwins Ltd., on the Bede Industrial Estate, Jarrow. The new extension, which is expected to be completed in mid-1964, will provide jobs for an additional 80 men and 50 women. The factory at present occupied by the firm has an area of 120,000 square feet and employs 90 men and 340 women.

Scots wool firm's expansion

HENRY BALLANTYNE AND SONS LTD., of Walkerburn, have taken a small factory at East Kilbride which will eventually house 20 looms and employ 20-25 people. This is the first step in a plan to take on larger premises at a later date which will accommodate more looms and include warping, winding and twisting sections.

Production began on December 2 after record negotiations. The factory was first seen on November 11, the lease signed on November 15 and the first loom installed four days later.

The Kennedy Round

Consultations with industries

The Board of Trade, in conjunction with the other Government Departments concerned, are now beginning the process of consulting individual industries through trade associations in preparation for the forthcoming tariff negotiations in the GATT. These negotiations, which are part of the Kennedy Round, are due to open on May 4, 1964.

Preparatory work in Geneva

The GATT Trade Negotiations Committee met in Geneva on November 28 and 29 and reviewed progress to date in the work of its subsidiary bodies preparing for the various aspects of the forthcoming trade negotiations.

The Committee noted that progress had been made on the tariff negotiating plan and in the work of groups dealing with cereals and meat. It noted also that some non-tariff barriers had been indicated by governments as subjects on which they wished to negotiate, and it reaffirmed the importance it attached to the problems of the less-developed countries and to their participation in the trade negotiations.

The Trade Negotiations Committee agreed to meet again at the beginning of February 1964 to receive a report to be prepared in the meantime by its Sub-Committee on the Tariff Negotiating Plan on solutions to outstanding problems, notably the problem of disparities in tariff levels, that remain unresolved.

The groups on cereals and meat and a pilot group on dairy products will resume their work early in 1964; the Committee on Agriculture will also meet again early in the year in the hope of making substantial progress in preparing for the agricultural part of the negotiations. The Trade Negotiations Committee also agreed that its Sub-Committee on Non-Tariff Barriers and other Special Problems would meet again in the middle of January, and it requested its Sub-Committee on the Participation of the Less-Developed Countries also to press on with its work.

Lord Drumalbyn (left), Minister of State, Board of Trade, with Lord Verulam, president, London Chamber of Commerce; Mr. Frank Figgures, Secretary-General, EFTA; and Mr. Peter Smithers (right), Parliamentary Under Secretary, Foreign Office, before the luncheon given by the London Chamber of Commerce in honour of Mr. Figgures on November 25. Mr. Figgures later addressed members of the Chamber on the outlook of EFTA, since the breakdown of the Brussels negotiations. *(See 'Board of Trade Journal', November 29, page 1196.)*

Post Office contribution to move from London

OPENING Chetwynd House at Chesterfield on November 28, the new home of the Post Office Accountant General's Department, Mr. Reginald Bevins, the Postmaster General, said that this marked the first major contribution by the Post Office to the Government's policy of moving office out of 'that vast and over crowded city called London'. This, he continued, would not be the last Post Office move out of London because a decision would presently be reached on the transfer of the Post Office Savings Bank from London to a more northerly location.

Open General Licence for copper scrap and metallic residues

THE BOARD OF TRADE announce that an Open General Licence has been issued to continue the arrangements under which specified types of copper scrap and metallic residues may be exported freely.

The Open General Licence permits the export to any destination during the period December 5, 1963, to March 4, 1964, of firebox copper scrap, enamelled copper hair wire scrap, brass swarf, contaminated nickel silver scrap and copper scale.

Inquiries about this Licence should be made to the Export Licensing Branch, Board of Trade, Hillgate House, 35 Old Bailey, London, E.C.4. (Tel. City 5757). Copies of the Open General Licence will be obtainable from H.M. Stationery Office. Price 3d., by post 5½d.

Note:

The new Open General Licence allows for a further period of three months the continued free export of certain specified types of copper scrap and metallic residues. The current Open General Licence covered the period from September 5 to December 4, 1963 (see *Board of Trade Journal* dated August 23, 1963, page 396).

Drawback on some imported paper and board

H. M. TREASURY have made the Import Duty Drawbacks (No. 9) Order, 1963, which provides for the allowance of drawback of import duty on certain imported paper and board used in the manufacture of exported corrugated and flat fibreboard packing cases.

The Order came into operation on December 4, 1963 and has been published as Statutory Instruments 1963, No. 1908. Copies are available from H. M. Stationery Office.

Marking of imported pencils and stationers' sundries

THE BOARD OF TRADE have been advised by the Standing Committee (General Merchandise), set up under the Merchandise Marks Act 1926, that the Orders in Council made under the Act in respect of pencils and pencil strips, stationers' sundries and school rules should be varied so that:

(1) the Orders should apply at the time of importation as well as at the time of sale and exposure for sale;

(2) the Order relating to stationers' sundries should be further amended in regard to the description of the goods and the method of marking the goods.

The reports were published on November 29, 1963 as:

Cmnd. 2182 – pencils and pencil strips (price 5d., by post 7½d.);

Cmnd. 2183 – stationers' sundries and school rules (price 8d., by post 10½d.);

and may be purchased directly from H. M. Stationery Office.

Notices about the reference of this matter to the Standing Committee were published in the *Board of Trade Journal* on April 26, 1963, page 932 (pencils and pencil strips) and December 21, 1962 (stationers' sundries and school rules).

Note:

Representations to the Board of Trade regarding the marking of imported goods are referred to the Standing Committee (General Merchandise). An affirmative recommendation of the Committee, if accepted by the Board of Trade, is put into effect (subject to approval by Parliament) by means of an Order in Council.

Weights and measures stamp regulations

THE BOARD OF TRADE have made the Weights and Measures (Prescribed Stamp) Regulations 1963, to come into effect on January 31, 1964.

These Regulations prescribe the form of stamp to be applied by Inspectors of Weights and Measures to weighing and measuring equipment which has been tested and passed as fit for use for trade. Existing stamps may continue to be applied for a period of five years.

Copies of the Order (SI. 1963 No. 1891) can be obtained from H. M. Stationery Office. Price 3d., by post 5½d.

Sand and ballast regulations

THE BOARD OF TRADE have made the Weights and Measures (Sand and Ballast) (Miscellaneous Provisions) Regulations 1963* and the Weights and Measures (Ballast) Regulations 1963†. Both will come into effect on January 31, 1964.

The former regulations are made under the Weights and Measures Act, 1936 – an Act which will be repealed by the Weights and Measures Act 1963 on July 31, 1965. They contain those provisions of the present Weights and Measures (Sand and Ballast) Regulations, 1938 relating to conveyance notes and the taring of vehicles which are required to be temporarily maintained until the provisions of Schedule 5 of the Weights and Measures Act 1963 become effective.

The Weights and Measures (Ballast) Regulations 1963 are made under the Weights and Measures Act 1963, and contain those provisions of the Weights and Measures (Sand and Ballast) Regulations 1938 which relate to the construction and calibration of measures and which it is necessary to maintain after the repeal of the Weights and Measures Act 1904 on January 31, 1964.

Copies: H. M. Stationery Office. *SI. 1963 No. 1889 price 8d. by post 10½d. †SI. 1963 No. 1890 price 1s. by post 1s. 2½d.

EFTA origin rules for infants' embroidered outer garments

THE EFTA (Origin of Goods) (Amendment No. 4) Regulations, 1963 published on November 28, amend the Second Schedule to the EFTA (Origin of Goods) Regulations, 1960 (SI 1960 No. 780), by adding 'infants' embroidered outer garments' to the second description relating to tariff heading 61.02.

The effect of this amendment is that, as from December 1, 1963, all types of infants' *embroidered* outer garments complete and ready for wear will be eligible for EFTA rates of duty even if (except in respect of lining) they contain fabric which has not been woven in the EFTA area provided that the value of such fabric (other than lining, trimming and accessories) is less than 45 per cent of the export price of the garments.

Copies of the order (SI. 1963 No 1892) price 3d. (by post 5½d.) can be obtained from H. M. Stationery Office. (*Page* 1272 *carries two EEC notices*).

Statistical Classification for Imported Goods and for Re-exported Goods, 1964

A REVISED EDITION of the 'Statistical Classification for Imported Goods and for Re-Exported Goods' is being issued for use on and after January 1, 1964, for the guidance of users of the statistics (and may be obtained direct from H. M. Stationery Office, or through any bookseller, price 10s). This classification sets out the descriptions (and the related code numbers) under which goods imported into, or re-exported from, the United Kingdom or the Channel Islands are classified for the purposes of the published external trade statistics.

All information about statistical requirements on import entries, the forms to be used, etc., is contained in the Customs and Excise Tariff.

Drawback application on imported maize and milo starches

THE BOARD OF TRADE gave notice on December 2 that they are considering an application for the allowance of drawback of duty on imported maize and milo starches when used in the following products for export:

(a) dextrines;

(b) soluble and other modified starches; and

(c) starch adhesives (plain or compounded).

Any interested party wishing to support or oppose this application should do so in writing to the Tariff Division, Board of Trade, Horse Guards Avenue, London, S.W.1, not later than December 23, 1963.

S.B.A. Properties Limited

THE BOARD OF TRADE in pursuance of the powers conferred on them by Section 165(b) of the Companies Act, 1948, have appointed Mr. Donald Alfred Williams, F.C.A., assistant official receiver, Inveresk House, 346 Strand, W.C.2, to investigate the affairs of S.B.A. Properties Limited.

Business schools for Britain

The National Economic Development Council's Report 'Conditions Favourable to Faster Growth', issued last April, proposed that consideration should be given to the setting up in Britain of at least one high level business school on the Harvard pattern. Influential groups last July invited Lord Franks, to advise them on the form such a school might take and where it should be located.

In his Report, published by the British Institute of Management on November 26, Lord Franks has come down decisively in favour of the creation in Britain of such business schools. This view coincides with that expressed in the report of the Robbins Committee on higher education published in October.

Lord Frank's recommendations are:-

'1. That two business schools of high quality be established in Britain.
2. That each be part of a university but enjoying considerable autonomy as a partnership between the university and business.
3. That these business schools be situated within major industrial and commercial conurbations.
4. That these business schools offer courses for both post graduation and post experience students.
5. That one business school should be associated jointly with the London School of Economics and Imperial College of the University of London, and the other with Manchester University.'

Lord Franks has recommended two business schools, rather than one, since he believes that no single institution could develop all aspects of a subject.

Lord Franks also recommends that the initial gap between fees and costs should be met in approximately equal amounts by University Grants Committee funds and by industry.

On the day of publication the Federation of British Industries and the British Institute of Management expressed their general support for Lord Franks' proposals.

Trading stamps

AT ITS fifth meeting on November 28 The Consumer Council again discussed Stamp Trading.

The Council agreed that any practice is undesirable which makes it more difficult for consumers to compare values, or which makes it more difficult for them to transfer their custom, without loss, so as to take advantage of changes in the service and value offered to them by competing retailers. The Council regards stamp trading in its present forms as such a practice.

At the same time the Council believes that consumers should have the right to exercise their own informed choice as between retailers competing by one method (e.g. stamp trading) or another. To enable consumers to know what advantage, if any, they are obtaining from the retailer giving stamps, the Council considers that the following conditions should be complied with:

(a) each stamp, or page, should be marked with its cash value;
(b) goods in catalogues and at redemption centres should be clearly priced in cash as well as in stamps;
(c) stamps should be redeemable for cash at the customer's option.

The Council proposes to explore, with other interests concerned, by what means, including legislation, these requirements can be achieved.

Economic Trends November 1963

THE NOVEMBER issue of 'Economic Trends' (H.M.S.O., price 6s.) contains an article by the Ministry of Transport on passenger transport in Great Britain. Figures for United Kingdom external liabilities and claims in sterling at the end of the third quarter 1963 are also given.

OPPORTUNITIES FOR EXPORTERS

Details of inquiries for United Kingdom products by overseas buyers, contracts open for tender, and agents wishing to represent United Kingdom firms, are published each week in the Board of Trade Journal ***under the heading 'Information for United Kingdom Exporters'. Fuller information is also provided in the*** Export Service Bulletin, ***which is published three times a week, with a weekly supplement, by the Export Services Branch of the Board of Trade.***

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Questions asked and answered in Parliament

Below is a selection of Parliamentary answers of interest to trade and industry

TUESDAY, NOVEMBER 26

Employment in the North Region

The Secretary of State for Industry, Trade and Regional Development was asked what was the number of jobs in prospect at the latest convenient date in the northern region. In reply Mr. Edward du Cann. Minister of State, Board of Trade, said that 23,000 jobs, of which over two-thirds were for males, were expected to arise in the Northern Region within the next four years from projects known to the Board of Trade. In addition, there were a further eight advance factories under construction, totalling 144,000 sq. ft., which should provide some 600 new jobs.

In reply to a further question asking what was the estimated loss of jobs in the northern region in each of the last five years; and what was the number of new jobs created in each of those years, the Minister of State said that the information was not available in the precise form asked for. The only reliable and comprehensive figures relating to jobs lost were those derived from changes in the number of employees in employment, and related to the middle of each calendar year. Statistics for 1963 were not yet available. Statistics for the years 1958 to 1962, inclusive, are as follows:

1958 (mid-year) . . .	1,273,300
1959 „ . . .	1,261,600
1960 „ . . .	1,269,100
1961 „ . . .	1,276,800
1962 „ . . .	1,270,400

Jobs estimated to arise from industrial development certificates issued in the last five years were as follows:

Year to October 31	
1959	3,580
1960	7,776
1961	10,988
1962	9,973
1963	7,935

WEDNESDAY, NOVEMBER 27

Industrial design

In the House of Lords H.M. Government were asked the reasons for the rejection of the proposal made by the Council of Industrial Design for the establishment of a permanent and changing Exhibition of British craftsmanship, in view of the Government's declared intention to encourage the development of British industry and the expansion of exports. In reply, Lord Drumalbyn, Minister of State, Board of Trade said, 'The Council of Industrial Design receive an annual grant-in-aid from the Board of Trade, and we are at present considering their proposals as to the level of the grant in the three years beginning in April 1964. These proposals involve continuing their existing activities and undertaking some new ones – including the exhibition of British craftsmanship at the Council's premises at the Haymarket. We have not yet taken a decision on the Council's proposals as a whole, but it would require a very large increase in their grant to enable them to do all that they have in mind. We have therefore thought it right to let them know that we cannot support this particular proposal which, we think, could be carried out only at the expense of other work to which we attach greater importance.'

THURSDAY, NOVEMBER 28

Exports of computers

The Secretary of State was asked when electronic computers of more than twelve memory stores were added to the list of goods embargoed for export to the Sino-Soviet bloc; and whether he would reconsider this embargo, in view of the fact that one of the most efficient British computers was equipped with thirteen memory boxes.

The Secretary of State replied: 'The present definition of computers for embargo purposes has been in force since May 1961 : I am not at present prepared to reconsider it.'

He was also asked whether he was satisfied that the British computer industry had sufficient orders to maintain competitive efficiency; and whether he would consider the desirability of giving export aids, and replied: 'I have no evidence to indicate that the competitive efficiency of the industry is likely to be adversely affected by insufficient orders. It would be contrary to general policy to contemplate special export aids.'

Report on film industry

The Secretary of State was asked, in view of the dissatisfaction among independent film producers and exhibitors about the existing system of distributing and releasing films, if he would ask the Cinematograph Films Council to hasten their report and recommendations to him on the monopolistic tendencies in the industry.

The Secretary of State replied: 'I have drawn the attention of the Cinematograph Films Council to the need for the speediest possible completion of their report and recommendations.'

Exports of fish to USSR

The Secretary of State was asked, in view of the fact that exports to the Union of Soviet Socialist Republics of fish and fish preparations for the first nine months of 1963 amounted to £243,061 whereas imports were £1,397,382, what steps he was taking to increase British exports more nearly to those of the Soviet.

He replied that we had frequently stressed the importance of achieving a closer balance between Soviet purchases from us and Soviet sales to us. There had been a considerable improvement so far this year in the overall balance.

There was however no reason why the inward and outward trade in fish and fish preparations should be in balance taken on their own.

Loan to British Locomotive Company

The Secretary of State was asked for what reasons H.M. Government gave financial support to the North British Locomotive Company Limited, now in liquidation; what assessment was made of its prospects; and whether he would make a statement.

The Secretary of State replied that the loan was made in March 1959 on the recommendation of the Development Areas Treasury Advisory Committee, an independent body, who satisfied themselves after detailed investigations on the future prospects of the Company. The purpose of the loan was to maintain employment in Glasgow. These loans were intended to help companies to finance their own projects to provide new jobs in developing districts or prevent existing jobs being lost. The loan agreements normally gave the Government the right to nominate a director, but the Government had no powers to intervene in management.

Steel exports

The Secretary of State was asked whether he would initiate conversations in the Council of Association with members of the European Coal and Steel Community on the question of steel exports, in order to ensure that the recent high level British steel exports would not lead to reta'iatory tariff increases; and whether, as a first step, he would consider harmonizing the British tariff with those of the Common Market countries.

He replied: 'This subject has already been discussed in the Council of Association. Harmonizing the British steel tariff with those of members of the Community would not significantly affect the Community's problem.'

Hire Purchase Acts

A member asked the Secretary of State if he was aware of the need for changes in the Hire Purchase Acts; and if he would consult appropriate trade associations, as well as finance houses, to obtain their opinions before taking steps to amend the Acts.

He replied: 'Yes, Sir. The hon. member will shortly see the proposals for changes in these Acts which I consider desirable after studying the views which my Department has received from finance houses, trade associations and others concerned' (see page 1253 of this week's issue).

Resale price maintenance

The Secretary of State was asked if he had now reached a conclusion on the official inquiry into all the aspects of Resale Price Maintenance, and replied that he hoped to be able to make a statement before long.

Stamp trading

In reply to a question, the Secretary of State said that since February of this year his Department had received 18 communications asking for such legislation, of which nine came through Members of Parliament. Of the total, nine were from or on behalf of trade associations or individual traders, and nine from or on behalf of consumers.

In reply to a further question asking whether he would introduce legislation to protect shop, distributive and other workers from the effects of trading stamp schemes, the Secretary of State replied: 'No, Sir. I have seen no evidence that such legislation is necessary'.

Development Districts

The following were among the replies given by the Secretary of State on Development Districts:

Scotland

'In 1960/61 the amount spent in Scotland under the Local Employment Act was £3·4 million, 29 per cent of the total spent in Great Britain. In the following year it was £18·4 million, or 56 per cent. In 1962/63 it was £14.4 million, or 60 per cent. If expenditure for the remainder of 1963/64 is at the current rate it will amount to £7 million, or 52 per cent. I cannot give the number of jobs actually provided year by year which would in any case have resulted from expenditure in an earlier period. I hope to have

(*Continued at foot of next page*)

NEW BOOKS

Educating and protecting the consumer

THE MOVEMENT to educate and protect the consumer, which began to gain force in the 1950's and whose earliest appearances in print were mainly articles in periodicals and pamphlets, has recently been reinforced by some important and more substantial books. The latest of these is **The Consumer, Society and the Law** by G. Borrie and A. L. Diamond, a Pelican original (Penguin Books, 5s.). This 304-page book concentrates on education rather than protection. Its purpose is 'to describe how the law has evolved: how it became what it is today and how it might evolve in the future; and to try to evaluate how far it serves the ends of society, and in particular the consumer, in the second half of the twentieth century'. It does this by discussing in non-technical language the law of contract, the duties of sellers and of manufacturers, hire purchase, negligence, and the relations between bankers and insurance companies and their clients; and it sums up with suggestions on how the law can be improved for the consumer's benefit. The statutes discussed are well-illustrated by descriptions of the many cases which have shaped the law. There is a useful list of books for further reading.

The legal rights of the consumer and how to protect them were dealt with in *The Law for Consumers*, published in 1962 by the Consumers' Association Ltd., 14 Buckingham Street, London, W.C.2, price 6s. In 120 pages are given brief accounts of the legal aspects of buying and selling, negligence, hire purchase, services, and buying and selling houses. Suggestions are made on the difficulties the consumer may meet and on how he can protect himself. A rather different field was covered by Elizabeth Gundrey in her book *Your Money's Worth* (Penguin Books, 7s. 6d.) published in 1962. After discussing such topics as the consumer movement in Britain, shopping habits, the impact of advertising, informative labelling and quality marks, the bulk of her book is on how to buy various major purchases for the home. It has illustrated descriptions of 24 classes of consumer durables ranging from cookers and refrigerators, through kitchen units and sinks, heating and lighting apparatus, to bedding and carpets. Specific brands are not discussed or recommended, and the section is mainly concerned with how to judge fitness for purpose.

Although some of its recommendations have been criticized, the *Final Report of the Committee on Consumer Protection* (the Molony Committee) has become since its publication in 1962 the most important basic document in this field. Its 330 closely-printed pages range over the whole field of consumer protection. The Committee made 214 recommendations of which the last was an order of priority for the various legislative changes proposed. The first priority – the setting up of a Consumer Council – was met during 1963 (the Council held its first meeting in July), and the Hire Purchase Bill published last week was to meet the second priority of hire purchase reform. The Report is available from H.M. Stationery Office and Government Bookshops at 18s. (by post 18s. 10d.).

Parliamentary answers continued

available, within the next few weeks, figures of the total number of jobs provided up to March 1963.'

North-east

'The Under Secretary in charge of the Regional Development Division which has been set up in the Board of Trade is based in London, but he will make frequent visits to the North-east so that he may advise me on the implementation of the North-east programme. He will also act as chairman of the inter-departmental North-east Development Group in Newcastle.'

Representations made by a Member on the proposals for higher technological education made in the White Paper on the North-east have been sent to the Minister of Education, who will take them into account in relation to future proposals for the development of technological education in the North-east.

Wales

'I shall continue to make full use of my powers under the Local Employment Acts to promote employment in the Development Districts in North West Wales, including the Pwllheli area in South Caernarvonshire. I am doing everything possible to draw the attention of industrialists both to the advance factory which is due for completion at Portmadoc in the spring and to the further advance factory which is planned for construction at Bethesda.'

As had already been announced, the Government were undertaking a survey of the general problems of the population and economy of Wales. Changes in the economic base of the industrial conurbation of South Wales would be among the matters examined.

Trade in Tropical Products, published as part of the Programme for Expansion of International Trade of the General Agreement on Tariffs and Trade, consists of a report of the Sub-group established by the Special Group on Trade in Tropical Products, and studies produced by the GATT Secretariat. The studies deal with the market situation and trade problems in cocoa, coffee, bananas, tropical oilseeds and oils, and with some under-developed countries – the Ivory Coast, Nigeria, Senegal, and the Somali Republic. There are additional studies by the Sub-group on tea and tropical timber. These documents were compiled as part of a project to identify and propose solutions to the trade problems confronting the under-developed countries. Tropical products were considered because they constitute a major share of the exports of many developing countries. The conclusions on these studies, as finally adopted by the Ministers of GATT, are also included. An appendix contains statistics relating to trade in tropical products, prepared by the Secretariat in December 1962. Copies: SF.5.00 from the Information and Library Services, GATT Secretariat, Villa le Bocage, Geneva 10, Switzerland.

The latest survey of the British market to be published has been written from an advertising standpoint. **A Short Guide to the United Kingdom Market,** compiled by Pritchard, Wood and Partners Ltd., the British advertising agency, is based on their experience in providing marketing services to clients. The compilers say that this booklet of 50 pages is designed for the busy executive. It has chapters on population, consumer spending power, production, retail trade and distribution, overseas trade, marketing research facilities, advertising media and trends in advertising expenditure. A socio-economic classification of the population is used, but no attempt has been made to provide information on a regional basis, as the agency considers that differences between classes are more significant in marketing in this country than differences between regions. However, the report covers agricultural production and marketing as well as the manufacturing and service industries, and the text is well supported by tables, charts and maps. Copies: 21s. from Pritchard, Wood and Partners Ltd., 197 Knightsbridge, London, S.W.7.

In his **Advertising Expenditure in 1962, a Re-appraisal,** John Treasure is mainly concerned to show that the estimates of total expenditure on advertising in this country published by the Advertising Association as *Advertising Expenditure 1962* present a picture which has been used misleadingly in discussions and criticisms of consumer advertising. This 16-page booklet is a revision of an article which appeared in the December 1962 issue of the *District Bank Review*. Copies: Free from the Institute of Practitioners in Advertising, 44 Belgrave Square, London, W.1.

Commonwealth Economic Development and its Financing, India is the seventh in the series prepared by the Commonwealth Economic Committee. This 84-page booklet is a study of progress in the economic development of India. It compares the aims and achievements of the First and Second Five-Year Plans 1951-61, noting present trends and proposals for the Third Five-Year Plan. Statistical tables in the text give Import and Export figures, production, investment funds etc. A summary of the economic situation, together with additional tables is included at the end of the book, and there is a comprehensive list of sources for all the information given. Copies: 7s. 6d. (by post 7s. 11d.) from H.M. Stationery Office and Government bookshops.

A World Survey of the Production, Trade, Prices and Consumption of Durum Wheat. Durum wheat is more suitable for the manufacture of 'pasta' products than bread. This 32-page survey by the International Wheat Council shows a slight upward trend in the demand for durum wheat for this purpose which, it says, will not be encouraged by continued fluctuations in production and prices. Copies: Free from International Wheat Council, 28 Haymarket, London, S.W.1.

The Practice of Retailing, edited by Howard G. Mounsey (Stationers' Association of Great Britain and Ireland, 6 Wimpole Street, London, W.1. 30s.), is a volume consisting of six sections, each with a separate author and contents page. It covers those subjects with which the retailer and the aspirant retailer must become conversant once they have familiarized themselves with the merchandise of their trade. Thus, policies, management and accounts are discussed in the first section; salesmanship, advertising and display form the subject of the second and third sections (the latter being illustrated); in the fourth section entitled 'Retail Practice', the author deals with such aspects of the subject as buying, records and stocktaking; while personnel management and law receive attention in the two final sections. The volume (380 pages) has no index.

Other publications

CHEMICAL INDUSTRY DIRECTORY AND WHO'S WHO 1964. 375p. Benn Brothers Ltd. 45s. (by post 48s. 6d.).

GRAIN CROPS. A review of production, trade, consumption and prices, by the Commonwealth Economic Committee. 189p. H.M. Stationery Office and Government bookshops. 10s. (by post 10s. 10d.).

HONG KONG. DIRECTORY OF COMMERCE, INDUSTRY, FINANCE 1963. 230p. Copies free (by post 1s. 2d.) from Hong Kong Government Office, 54 Pall Mall, London, S.W.1.

WORLD TRADE TELEX DIRECTORY. 1452p. Jaeger and Waldmann, 61 Darmstadt, Holzhofallee 38, Germany. (Price not given).

The economy: selected indicators

Series expressed as index numbers and seasonally adjusted except where otherwise shown

	GROSS DOMESTIC PRODUCT (expenditure estimates)	INDEX OF INDUSTRIAL PRODUCTION	CONSUMERS' INCOME AND EXPENDITURE				FIXED CAPITAL EXPENDITURE					CHANGES IN STOCKS			
			Personal disposable income	Total consumers' expenditure		Retail sales	Total	Selected components				Total	Selected components		
								Manufacturing industry	Distributive and service industries	Dwellings	Public sector excluding dwellings		Manufacturing industry	Wholesalers	Retailers
	at 1958 prices		at current prices		at 1958 prices	at 1961 prices	at 1958 prices					at 1958 prices			
Base of index	1958	1958	1958	1958	1958	1961	1958	1958	1958	1958	1958	series shown in £ million			
Value in base year, £m.	19,968	—	16,036	15,212	15,212	9,095	3,486	922	699	591	1,205				
1958	100	100	100	100	100	91	100	100	100	100	100	+100	+ 37	+14	+16
1959	103	105	106	105	104	95	108	94	114	113	109	+174	+ 73	+15	+49
1960	108	112	114	110	108	98	118	110	124	129	114	+592	+520	+48	+37
1961	111	114	121	115	111	100	129	130	132	137	121	+297	+230	+36	+ 4
1962	111	115	126	121	112	101	126	115	124	140	124	+ 96	+ 42	— 4	+40
1962															
1st Quarter	110	114	124	119	111	100	127	124	121	136	126	— 4	— 4	—10	+13
2nd Quarter	112	115	124	122	112	100	127	119	127	141	124	+ 48	+ 35	— 6	— 8
3rd Quarter	111	116	126	122	112	101	126	109	126	146	123	+ 50	+ 18	+13	+10
4th Quarter	111	115	128	123	114	101	123	108	121	137	124	+ 2	— 7	— 1	+25
1963															
1st Quarter	109	112	128	123	113	101	112	99	120	96	120	— 19	+ 56	—15	— 3
2nd Quarter	115	117	131	126	115	102	126	104	126	147	127	+ 64	— 9	+21	— 3
3rd Quarter		121*				105									
1963															
April	..	116	..	..	..	101	..	..	.	..	..	..	..	..	..
May	..	118	..	..	..	103	..	..	..	..	..	..	..	..	..
June	..	118	..	..	..	102	..	..	..	..	..	..	..	..	..
July	..	120	..	..	..	103	..	..	..	..	..	..	..	..	..
August	..	121	..	..	..	106	..	..	..	..	..	..	..	..	..
September	..	121*	..	..	..	105	..	..	..	..	..	..	..	..	..
October	..		..	..	..	104	..	..		..	..	..	..	..	..

	ORDERS		PRICES AND COSTS					LABOUR						IMPORTS	EXPORTS	BALANCE OF PAYMENTS: current balance
	Engineering industries: orders on hand†	Textiles and clothing industries: orders on hand†	Index of retail prices		Wholesale price index: non-food manufacturing industry		Hourly wage rates; all industries and workers†	Wholly unemployed excluding school leavers			Unfilled vacancies for adults					
			Index†	% change on year earlier	Basic materials and fuel used†	Manufactured products: home sales†		Mid-month or monthly average†	Change from previous period†	Normal seasonal change	Mid-month or monthly average†	Change from previous period†	Normal seasonal change	at current prices		
	at 1958 prices															
Base of index	Dec. 1958	Apr. 1959	Jan. 17, 1956 (Derived series from January 1963)		1954	1954	Jan. 31, 1956	series shown in thousands						1958	1958	series shown in £ million
Value in base year, £m.	..	..	—		—	—	—							3,748	3,176	
1958	100	..	109·0	+3·0	102·8	113·4	114·3	402	+113	..	136	—49	..	100	100	+342
1959	101	135	109·6	+0·6	103·4	114·2	117·4	433	+ 31	..	157	+21	..	106	105	+140
1960	117	136	110·7	+1·0	104·5	116·0	122·5	337	— 96	..	212	+55	..	121	112	—272
1961	120	104	114·5	+3·4	104·4	119·1	130·3	305	— 32	..	213	+ 1	..	117	116	— 34
1962	115	100	119·3	+4·2	103·0	120·6	136·2	419	+114	..	149	—64	..	120	119	+ 74
1962																
1st Quarter	121	98	117·7	+4·7	104·0	120·2	133·7	408	+ 69	+42	150	—25	— 7	117	116	+ 26
2nd Quarter	120	99	120·2	+5·6	103·3	120·3	135·6	387	— 21	—57	172	+22	+32	120	121	+ 33
3rd Quarter	119	92	119·7	+3·8	102·2	120·8	137·3	390	+ 3	—34	156	—16	+ 7	123	121	— 20
4th Quarter	115	100	119·6	+2·6	102·5	121·1	138·3	491	+101	+49	120	—36	—32	120	120	+ 35
1963																
1st Quarter	117	100	121·4	+3·1	103·6	121·4	139·4	627	+136	+42	113	— 7	— 5	120	123	+ 64
2nd Quarter	123	104*	122·1	+1·6	104·2	121·8	140·9	504	—123	—58	147	+34	+33	127	127	+ 25
3rd Quarter	127*	101*	121·3	+1·3	104·2*	122·0*	141·5	428	— 76	—34	157	+10	+ 6	132	131	
1963																
April	120	101*	122·2	+2·1	104·0	121·7	140·6	553	— 75	—20	138	+16	+14	124	121	..
May	122	105*	122·1	+1·7	104·2	121·8	140·9	506	— 47	—23	146	+ 8	+ 9	126	129	..
June	123	104*	122·1	+1·0	104·5	121·8	141·1	454	— 52	—33	158	+12	+13	128	130	..
July	123*	103*	121·4	+0·8	104·5	122·0	141·4	424	— 30	—15	160	+ 2	+ 3	134	128	..
August	126*	100*	121·0	+1·3	104·1*	122·0*	141·5	430	+ 6	+10	153	— 7	— 9	127	133	..
September	127*	101*	121·4	+1·8	104·1*	122·2*	141·7	430	nil	+11	158	+ 5	— 7	135	131	..
October			121·8	+2·3	104·8*	122·2*	141·7	448	+ 18	+27	160	+ 2	—12	130	129	..
November								456	+ 8	+19	157	— 3	—16			

† NOT seasonally adjusted. * Provisional.

Retail sales in October

THE VALUE of retail sales in October was, after allowing for seasonal factors, very largely maintained at the high level of the two previous months. Although the seasonally adjusted index was 109 in October, compared with 110 in August and September, it was still markedly above indices for the earlier months of this year. Because of the irregularities in the monthly figures it is not surprising that the sharp rise in the index in August to a high level that was maintained in September has been followed by a fall. The October figure is not inconsistent with a continuation of the faster rise in recent months in the underlying trend of sales. The fall in the index in October was due to a lower level of sales, after seasonal adjustment, by clothing and footwear shops which had been at an exceptionally high level in the previous two months. Other broad kinds of business maintained, or improved upon, the levels of recent months.

The seasonally adjusted index of the volume of retail sales, at 1961 prices, was, at 104, a point lower than in September and two points lower than in August.

The value of sales before seasonal adjustment was 6 per cent higher than a year earlier in October, compared with increases of 4 per cent in recent months. This larger increase was, however, due mainly to the relatively low level of sales in October last year.

Clothing and footwear shops

The fall in October in the seasonally adjusted index of the value of sales by clothing and footwear shops, referred to above, was from 114/115 in August and September to 110 in October. Even after this fall, however, sales were only a little lower than during the third quarter as a whole (112) and they were still much above the level of the earlier part of the year as the index numbers for the first two quarters were respectively 102 and 101. For this group of shops as a whole, and for each of the three main categories within it, sales before seasonal adjustment showed larger increases on a year earlier than in September, but sales in October last year were at a low level. Total sales, for example, were 8 per cent higher in October, compared with an increase of 5 per cent in September, but in October 1962 they showed no change on a year earlier

Analysis by form of organization

October – Index numbers of values of sales per week and percentage changes compared with a year earlier [a]

1961 = 100

	Total all retailers		Independent retailers		Multiple retailers		Co-operative societies	
		%		%		%		%
ALL KINDS OF BUSINESS	111	+ 6	108	+ 5	118	+ 10	99	Nil
FOOD SHOPS	107	+ 4	103	+ 3	121	+ 9	98	—1
Grocers	109	+ 5 (g)	105	+ 3	126	+ 12	97	—1 (g)
Butchers	106	+ 3	..	..	..	..	..	..
Greengrocers, fruiterers	83	+ 1	83	+ 1	79	+ 2	80	—1
Fishmongers, poulterers	105	+ 5	..	..	..	..	..	..
Bread and flour confectioners	117	+ 5 (h)	111	+ 5	127	+ 7	..	..
Off-licences	102	+ 6	100	+ 4	104	+ 8	..	..
Dairymen	112	+ 2	..	..	..	..	105	—1
Other food shops	98	— 8	..	..	..	..	..	..
NON-FOOD SHOPS	114	+ 8	..	..	..	..	..	..
Clothing and footwear shops	113	+ 8	115	+ 8	113	+ 8	99	+4
Footwear shops	113	+ 8	116	+ 7	113	+ 9	101	+3
Men's wear shops	103	+ 7	98	+ 7	110	+ 7	83	Nil
Women's wear shops	117	+ 8	119	+ 8	115	+ 8	104	+5
of which:								
Women's, girls' and infants' wear specialist shops	..		142	+12	..		—	
Drapers' and general outfitting shops	—		111	+ 7	..		—	
Large (c)	—		122	+11	—		—	
Medium (c)	—		109	+ 6	—		—	
Small (c)	—		103	+ 3	—		—	
Durable goods shops	118	+ 7	114	+ 4	130	+12	108	+5(f)
Furniture shops	115	+ 8	113	+ 7	120	+ 9	—	
Large (c)	—		107	+ 8	—		—	
Medium and small (c)	—		115	+ 7	—		—	
Other durable goods shops	123	+ 6	115	Nil (e)	133	+13*	—	
Radio and electrical goods shops	115	+ 1	115	Nil	114	+ 4	—	
Radio and cycle shops, cycle shops, perambulator shops								
Electricity showrooms	130	+ 8	—		130	+ 8	—	
Gas showrooms	N.A.		—		N.A.		—	
Miscellaneous non-food shops (b)	112	+ 8	..	..	..	..	..	..
Confectioners, tobacconists, newsagents	108	+ 3	107	+ 3	110	+ 7	—	
Booksellers, stationers	..		114	+10	..		—	
Chemists, photographic goods dealers (d)	99	+ 5	100	+ 5	98	+ 4	96	+3
Jewellers	93	+11	94	+11	90	+10	—	
Leather goods, sports goods, toys and fancy goods shops	96	+ 7	..	..	..	..	—	
Ironmongers and hardware shops	110	+ 7	108	+ 7	120	+ 7	—	(f)
General Department Stores	116	+ 8	—		—		—	

* Provisional.

Retail sales seasonally adjusted [a]

Index numbers of value of sales per week.
(i) At current prices.

1961 = 100

	All kinds of business	Food Shops	Non-food Shops			
			Total	Clothing and Footwear Shops	Durable Goods Shops	Other Non-food Shops (b)
1962 3rd quarter	105	105	105	105	105	104
4th quarter	104	105	103	104	103	105
1963 1st quarter	106	108	104	102	99	106
2nd quarter	106	106	105	101	105	107
3rd quarter	109	107	110	112	111	110
1962 October	103	104	102	102	103	104
November	105	105	104	106	103	105
December	104	105	104	103	103	105
1963 January	105	108	103	101	98	106
February	105	108	102	101	97	104
March	106	107	106	104	101	106
April	105	107	104	99	102	107
May	107	108	106	103	109	108
June	105	105	106	101	106	106
July	107	106	107	105	108	108
August	110	108	112	114	114	110
September	110	108	112	115	110	110
October	109	108	110	110	110	112

(ii) At average 1961 prices.

	All kinds of business	Food Shops	Non-food Shops
1962 3rd quarter	101	102	101
4th quarter	101	103	100
1963 1st quarter	101	102	100
2nd quarter	102	102	102
3rd quarter	105	103	106
1962 October	100	102	98
November	102	103	101
December	101	103	100
1963 January	102	103	100
February	100	102	99
March	102	101	102
April	101	102	100
May	103	103	102
June	102	101	102
July	103	102	104
August	106	104	108
September	105	103	108
October	104	103	105

(a) The total and sub-total series in this table are seasonally adjusted independently from the component series. As was mentioned in the article in the *Board of Trade Journal* of July 6, 1963, this occasionally results in inconsistencies between totals and components. The components are liable to greater random irregularities than the totals and have a greater margin of uncertainty in their seasonal adjustment.
(b) Including general department stores.

against a rise of 9 per cent in September. Prices of clothing and footwear in October, as during the past six months or so, were about 1 per cent higher than a year earlier.

Durable goods

The small fall in September in the seasonally adjusted index of sales by durable goods shops, from the high level in August, was not regained in October when the index was unchanged at 110 against 114 in August. While it is difficult to discern the underlying trend in this variable series, it would seem now that it has been fairly steady at the higher level reached in recent months. The steadiness in the October figure seems to have been due to rather better trading by furniture shops, with an increase of 8 per cent on a year earlier, against one of 5 per cent in September, balancing slightly lower sales by other durable goods shops (6 per cent, compared with 7 per cent).

Food shops

The seasonally adjusted index of the value of sales by food shops was 108 for the third month running. Because of higher prices, however, there was a fall of nearly a point in the volume of sales (not shown by the rounded index numbers) which is now only a little above the level of the early part of the year.

(Notes on Statistics continued at foot of next page).

Index numbers of values of sales per week, and percentage changes compared with a year earlier (a)

(I) Analysis by broad groups: value and volume.

1961 = 100

(Sales in 1961 £ million)	All kinds of business (£9,095)				Food shops (£4,171)				Non-food shops											
									Total (£4,923)				Clothing and footwear shops (£1,395)		Durable goods shops (f) (£956)		General department stores (£451)		Miscellaneous non-food shops (b) (£2,121)	
	Value		Volume*		Value		Volume*		Value		Volume*									
1962 Year	103	+3	101	+1	104	+4	102	+2	103	+3	100	Nil	102	+2	102	+2	103	+3	103	+3
1963 Year to date§	103	+4	99	+2	105	+3	101	+1	101	+4	97	+3	98	+4	102	+3	99	+4	102	+5
1962 4th quarter	118	+3	114	+1	111	+3	108	+1	124	+4	119	+1	127	+3	119	+6	132	+3	123	+3
1963 1st quarter	97	+3	93	+1	105	+5	100	+1	91	+2	88	+1	83	+2	95	—1	89	+3	95	+3
2nd quarter	103	+3	99	+2	106	+3	101	+2	102	+4	98	+3	103	+2	98	+3	97	+3	103	+5
3rd quarter	105	+4	102	+3	105	+2	101	+1	106	+6	102	+5	105	+6	106	+6	104	+6	107	+5
1963 July	108	+4	104	+3	105	+2	101	+1	109	+5	105	+5	108	+7	108	+4	119	+6	109	+5
August	103	+4	100	+4	104	+3	101	+2	102	+6	98	+6	99	+7	103	+6	92	+7	106	+5
September	105	+4	102	+3	104	+3	100	+1	106	+5	103	+5	108	+5	107	+6	102	+5	106	+5
October	111	+6	106	+4	107	+4	101	Nil	114	+8	110	+7	113	+8	118	+7	116	+8	112	+8

(II) Analysis by kind of business: value only.

(Sales in 1961 £ million)	Food shops																Clothing and footwear shops					
	Grocers (g) (£2,406)		Butchers (£641)		Greengrocers fruiterers (£324)		Fishmongers, poulterers (£81)		Bread and flour confectioners (h) (£196)		Off-licences (£140)		Dairymen (£369)		Other food shops (£14)		Footwear shops (£230)		Men's wear shops (£282)		Women's wear shops (£883)	
1962 Year	104	+4	102	+2	101	+1	102	+2	107	+7	107	+7	106	+6	103	+3	101	+1	102	+2	102	+3
1963 Year to date§	106	+4	101	+2	101	—2	105	+3	111	+6	96	+8	110	+5	96	—6	98	+3	99	+3	98	+4
1962 4th quarter	111	+3	109	+1	89	—8	104	+3	115	+7	162	+4	111	+8	108	Nil	122	+3	121	+3	130	+3
1963 1st quarter	107	+5	104	+2	95	—2	101	+2	103	+6	93	+9	110	+8	99	—2	73	—3	91	+3	83	+3
2nd quarter	106	+3	98	+1	114	—2	106	+3	113	+7	94	+7	112	+6	95	—6	107	+2	103	Nil	102	+2
3rd quarter	106	+3	100	+2	100	—3	106	+3	116	+5	99	+8	106	+1	92	—8	108	+6	104	+5	105	+6
1963 July	105	+2	98	+3	112	—5	111	+4	116	+4	100	+8	109	+2	89	—9	113	+9	109	+6	107	+7
August	106	+3	98	+1	100	—2	106	+2	117	+5	99	+9	105	+3	88	—9	102	+6	102	+7	97	+7
September	106	+3	103	+2	90	—1	102	+4	116	+6	97	+7	105	Nil	98	—7	110	+4	101	+3	109	+6
October	109	+5	106	+3	83	+1	105	+5	117	+5	102	+6	112	+2	98	—8	113	+8	103	+7	117	+8

(Sales in 1961 £ million)	Durable goods shops (f)								Miscellaneous non-food shops									
			Other durable goods shops															
	Furniture shops (£403)		Total (£472)		Radio and electrical goods shops, Radio and cycle shops, perambulator shops (£368)		Electricity showrooms (£55)		Gas showrooms (£49)		Confectioners, tobacconists, newsagents (£795)		Booksellers, stationers† (£60)		Chemists, photographic goods dealers (d) (£261)		Jewellers (£89)		Leather goods, sports goods, toys and fancy goods shops (£76)		Ironmongers and hardware shops (£236)	
1962 Year	102	+2	103	+3	101	+1	108	+8	114	+14	104	+4	105	+ 5	103	+3	100	Nil	101	+1	102	+2
1963 Year to date§	99	Nil	104	+6	100	+4	113	+9	N.A.		104	+4	105	+ 7	100	+4	89	+ 4	89	+2	104	+5
1962 4th quarter	114	+2	123	+9	122	+5	126	+20	127	+24	113	+2	123	+ 5	124	+3	141	Nil	140	Nil	111	+3
1963 1st quarter	89	—6	101	+4	99	+3	98	+10	116	+ 6	102	+3	105	+ 6	91	+2	74	— 4	67	—4	102	+5
2nd quarter	97	Nil	100	+6	95	+5	116	+12	117	+12	104	+5	103	+ 7	102	+4	84	+ 5	88	Nil	103	+3
3rd quarter	105	+3	107	+8	100	+5	122	+ 7	143	+23	106	+3	106	+ 6	109	+5	108	+ 7	110	+5	107	+5
1963 July	115	+2	103	+6	97	+6	118	+ 1	124	+13	106	+4	109	+ 4	113	+6	108	+ 4	107	+6	106	+5
August	101	+3	106	+9	101	+7	116	+10	133	+21	107	+2	96	+ 4	112	+8	112	+ 9	113	+5	114	+7
September	101	+5	111	+7	100	+3	130	+10	167	+30	106	+3	111	+ 9	102	+3	104	+ 7	111	+5	101	+5
October	115	+8	123	+6	115	+1	130	+ 8	N.A.		108	+3	114	+10	99	+5	93	+11	96	+7	110	+7

† Independent retailers only. * At average 1961 prices. § January to October.

Hire purchase business in October

NEW INSTALMENT CREDIT business of finance houses continued buoyant in October, with new cars again in the lead, while sales of hire purchase and other instalment credit terms by household goods shops, taking September and October together to smooth out the month to month irregularities in the figures, fully maintained the better level of previous recent months, after allowing as far as possible for fluctuations to be expected under normal seasonal influences.

Total debt rose by a further £5 million to a total of £939 million at the end of the month.

Debt

Table 1—Estimates of hire purchase and other credit instalments outstanding

END OF PERIOD

£ million

	Year	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Owed directly to household goods shops	1961	321	315	312	308	306	306	306	305	303	303	303	309
	1962	304	301	296	293	292	294	295	297	300	304	308	318
	1963	316	313	311	308	311	313	315	319	323	324		
Owed directly to finance houses	1961	607	607	622	631	643	651	662	660	650	639	628	618
	1962	606	598	592	590	593	593	597	593	590	583	575	569
	1963	562	559	563	573	584	593	603	608	611	615		
Total of above	1961	928	922	934	939	949	957	968	965	953	942	931	927
	1962	910	899	888	883	885	887	892	890	890	887	883	887
	1963	878	872	874	881	895	906	918	927	934	939		

Table 2—Hire purchase and other instalment credit extended and repaid

£ million

Period	New Credit Extended			Repayments	Change in Debt
	For household goods	For other durable goods	Total		
1958	292	363	655	547	+108
1959	394	523	917	624	+293
1960	301	519	820	734	+ 86
1961	283	515	798	806	— 8
1962	301	437	738	778	— 40
1960 1st quarter	87	152	239	179	+ 60
2nd quarter	73	156	229	182	+ 47
3rd quarter	64	117	181	185	— 4
4th quarter	77	94	171	188	— 17
1961 1st quarter	64	136	200	201	— 1
2nd quarter	69	164	233	210	+ 23
3rd quarter	72	126	198	202	— 4
4th quarter	78	89	167	193	— 26
1962 1st quarter	63	104	167	206	— 39
2nd quarter	69	128	197	198	— 1
3rd quarter	79	114	193	190	+ 3
4th quarter	90	91	181	184	— 3
1963 1st quarter	66	102	168	181	— 13
2nd quarter	74	146	220	188	+ 32
3rd quarter	83	133	216	188	+ 28

Finance houses

New lending on instalment credit terms by hire purchase finance companies was again buoyant in October, after taking into account as far as possible the normal seasonal pattern. Total new instalment credit advanced was about one quarter higher than a year earlier, compared with increases of one fifth in September and of about one-eighth in the two months before that. Lending for new cars, as in September, was about 50 per cent higher than last year while for used cars the figure was about one quarter more.

Instalment debt outstanding rose by a further £4 million to £615 million at the end of the month. This compares with £583 million a year ago but £639 million two years ago, a few months after the debt had begun to fall from its all-time peak of £662 million. Amounts owing by retailers under block discounting arrangements were little changed at £46 million.

Household goods shops

Some increase in sales on instalment credit terms by household goods shops is normally to be looked for under seasonal influences from September until the end of the year but the exact scale of the seasonal rise to be expected is difficult to determine from the figures for previous years. Taking September and October together, however, it is clear that sales fully maintained the higher level which has prevailed, after allowing for seasonal fluctuations, in recent months. This applies to household goods shops as a whole and to

RETAIL SALES (Continued)

Notes:

Kind of Business Statistics

(i) These statistics are based on returns from independent retailers (organizations, other than co-operative societies and general department stores, with one to nine branches), multiple retailers (organizations, other than co-operative societies and general department stores, with 10 or more branches), retail co-operative societies and general department stores.

(ii) For independent retailers, multiple retailers and general department stores the figures are based on the total sales, of all types of goods, by each shop and therefore represent the trend of sales in specified kinds of business. Co-operative societies report their sales on a departmental basis and a department's sales are assigned to the most closely corresponding kind of business heading. A single figure is returned for the departments selling durable goods and ironmongery and hardware and this figure is included in the total for durable goods shops.

(iii) Multiple retailers and co-operative societies report sales for all branches open in the sales period, so that, in respect of these two forms of organizations, the statistics take account of changes in the number of shops, e.g., the opening of new shops or the closing or disposal of existing shops. In the case of independent retailers and general department stores, however, sales are generally reported for individual establishments and no reliable measure of changes in the number of shops is available on the basis of which an adjustment might be made.

(iv) A description of the series, based on 1961=100, was given in the *Board of Trade Journal* of May 10, 1963.

Footnotes to Tables:

(a) The periods covered by the index numbers consist of either four or five weeks, each quarter being divided into three 'monthly' periods of four, four and five weeks respectively. The period covered by October, 1963 sales was the four weeks from September 29, 1963, to October 26, 1963, the corresponding period in 1962 was from September 30, 1962 to October 27, 1962. As the figures are based on the value of sales, they are affected by price movements including changes in purchase tax.

(b) Includes figures for variety and other general stores which are not published separately.

(c) These descriptions are based on 1957 turnover groupings. Large denotes shops with sales of £100,000 and over in 1957. Medium denotes shops with sales of £15,000 and under £100,000 in 1957. Small denotes shops with sales of under £15,000 in 1957.

(d) These index numbers do not allow for chemists' receipts under the National Health Service, which are as far as possible excluded by contributors in their returns.

(e) Includes radio and electrical goods shops and radio and cycle shops, cycle shops, perambulator shops.

(f) See Note (ii) above.

(g) Including the bakery departments of co-operative societies.

(h) Excluding the bakery departments of co-operative societies, which are included in the estimate for grocers.

the two main categories of shop distinguished in the statistics – furniture and furnishings shops and hardware, radio, electrical goods, etc., shops.

Compared with October last year instalment credit sales by all household goods shops were about five per cent higher, against a rise of about one tenth in September. The smaller rise than in September was shared by both furniture and furnishings shops and the hardware, radio, electrical, etc., group.

Instalments outstanding to household goods shops as a whole were little changed at £324 million.

Notes on statistics

THE STATISTICS in this article are derived from monthly returns made to the Board of Trade by two types of contributor – household goods shops and finance houses. The household goods shops give the value of the goods sold on credit. Covered in this full credit price would be the full cash price, including the down payment, and any credit charges. From these figures the index numbers of credit sales per week given in Table 3 are derived. These figures include all goods sold on instalment credit terms by the retailers concerned, whether they themselves finance the credit extended or whether this is financed by another organization, for example, a finance house. The contributors comprise electricity and gas showrooms, co-operative societies, department stores and multiple and independent retailers. Clothing shops, mail order houses and credit traders calling on customers for orders are not included.

The contributing finance houses, on the other hand, send in figures of the value of new credit extended, including credit charges, during the month. Down payments on the articles are not

New business of household goods shops

Table 3—Index numbers of value of goods sold on hire purchase and other instalment credit per week

Average of 1957 = 100

		Year	Jan.	Feb.	March (*a*)	April	May	June (*a*)	July	Aug.	Sept. (*a*)	Oct.	Nov.	Dec (*a*)
FURNITURE AND FURNISHING SHOPS	Total (multiple and independent retailers, co-operative societies)	1961	97	90	98	102	104	104	121	102	106	117	126	132
		1962	98	96	94	100	105	104	115	108	113	124	131	140
		1963	93	87	94	105	114	102	121	110	122	128		
	of which: Multiple retailers (*b*)	1961	98	95	99	106	108	114	125	106	110	121	131	138
		1962	103	100	94	102	106	114	126	115	118	131	139	151
		1963	101	96	98	114	120	115	132	117	130	140		
	Independent retailers	1961	94	83	92	95	95	92	109	94	99	109	115	122
		1962	89	90	89	93	97	89	97	92	99	108	113	122
		1963	81	75	85	93	100	84	100	95	103	109		
HARDWARE, RADIO, ELECTRICAL GOODS, CYCLE AND PERAMBULATOR SHOPS	Total (multiple and independent retailers, co-operative societies, gas and electricity showrooms)	1961	92	96	97	99	104	104	125	96	99	105	105	113
		1962	89	89	93	88	98	116	118	112	116	120	127	136
		1963	97	97	102	96	112	119	118	118	128	129		
	of which (multiple and independent): Radio and electrical goods, cycle and perambulator shops	1961	72	67	64	72	74	72	88	68	69	78	77	93
		1962	68	61	60	62	66	78	79	78	75	82	86	106
		1963	71	67	67	66	73	74	79	82	78	78		
DEPARTMENT STORES: Household goods departments		1961	133	119	117	123	124	111	156	109	119	141	143	146
		1962	142	114	111	117	120	121	148	122	134	153	160	155
		1963	138	109	111	116	129	112	155	119	134	158		
TOTAL, HOUSEHOLD GOODS SHOPS		1961	97	95	99	102	106	105	125	100	104	113	117	124
		1962	97	94	94	95	103	111	119	111	116	124	131	139
		1963	98	93	99	101	114	111	122	114	126	131		

(*a*) Average of five weeks.
(*b*) Multiple retailers are defined as those having ten or more branches.

New business of finance houses

Table 4—Index numbers of new hire purchase and other instalment credit extended direct to hirers per calendar month

Monthly average of 1957 = 100

	Year	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Private cars – new	1961	116	173	234	206	241	224	242	139	111	114	115	83
	1962	124	145	168	169	238	201	199	145	137	158	148	102
	1963	159	161	245	270	314	255	274	204	201	235		
Private cars – used	1961	131	179	204	183	218	201	195	143	110	118	108	79
	1962	96	121	134	138	179	162	169	152	126	133	111	78
	1963	81	104	151	168	188	160	181	162	149	163		
Commercial motor vehicles – new and used	1961	195	212	246	221	238	235	240	163	142	154	144	110
	1962	155	157	171	157	185	161	160	130	127	143	136	94
	1963	122	123	160	168	188	155	169	140	139	171		
Motor cycles, side-cars, power assisted cycles – new and used	1961	71	108	171	160	184	161	160	135	85	73	59	37
	1962	43	64	78	82	106	95	96	82	68	66	51	33
	1963	30	40	72	87	102	88	97	94	73	71		
Caravans – new and used	1961	74	137	220	219	242	248	226	188	146	159	123	80
	1962	95	127	172	175	222	205	217	198	160	153	115	76
	1963	74	98	178	242	235	216	231	209	177	173		
Farm equipment and tractors	1961	128	123	195	195	195	217	201	169	132	150	128	79
	1962	93	105	143	110	112	116	141	151	139	153	126	75
	1963	90	86	134	139	143	119	162	179	170	166		
Industrial and building plant and equipment	1961	251	239	312	311	360	315	346	233	239	272	263	211
	1962	254	300	337	266	302	254	286	212	216	235	209	181
	1963	233	217	312	295	329	276	339	260	264	313		
Household goods (*a*)	1961	138	114	126	120	136	123	133	115	107	118	119	104
	1962	118	98	90	88	110	105	120	115	107	120	117	110
	1963	128	96	108	107	124	105	120	120	118	133		
All goods (including goods not shown above)	1961	144	168	207	190	220	204	207	150	123	131	125	96
	1962	121	133	147	142	179	160	168	143	127	140	126	94
	1963	115	116	164	177	201	169	189	162	154	175		

(*a*) Includes pedal cycles and some mopeds; mopeds are generally classified with motor cycles but some returns do not distinguish mopeds from pedal cycles.

included. These figures form the basis of Table 4. In so far as goods sold by the household goods shops, whose credit sales comprise Table 3, are financed by direct agreements made between a finance house and the buyer, the new credit extended would also figure in Table 4, as well as being part of the value of sales covered by Table 3.

Both types of contributor also return monthly totals of instalments outstanding to them at the end of each period. These figures are brought together in Table I. The estimates of debt owed direct to household goods shops relate to agreements entered into between customers and retailers. These estimates include the amounts outstanding on agreements which are subsequently discounted by finance houses. The debt outstanding on agreements made direct between finance houses and retail customers is, however, excluded from the debt owed to shops and included in the total of instalments owed to finance houses. This total does not include the amounts which have been discounted with finance houses. Included with finance houses are some manufacturers who finance credit sales of their own products.

Table 2 gives total credit transactions of finance houses and household goods shops combined. For further details see Economic Trends No. 95, September 1961. The figures were revised in the *Board of Trade Journal* of August 17, 1962, in the light of more comprehensive information about deposits on household goods derived from the Family Expenditure Surveys.

The repayment figures are derived from the new business and change in debt outstanding reported by contributors and thus necessarily include sums written off as irrecoverable and lump sum settlements of outstanding balances in addition to normal weekly, monthly or other periodical instalments.

Tables 1, 3 and 4 are based upon estimates derived from the Census of Distribution for 1957. Preliminary results of the 1961 Census of Distribution show that many cycle and radio shops are now classed as radio shops owing to a shift in the balance of their sales. Consequently, the category 'cycle shops, cycle and radio shops, perambulator shops,' which was distinguished in Table 3 up to December 1962, is now combined with the radio and electrical goods shops pending the examination of the current kind of business of contributors which will be part of the re-basing of these monthly statistics on the Census for 1961.

The estimates in £'s million of goods sold on hire purchase and other instalment credit during 1957 on which Table 3 is based, are: furniture and furnishings shops, 138.32; of which multiple retailers, 58.76 and independent retailers, 59.80; hardware, radio and electrical goods shops, electricity and gas showrooms, cycle and perambulator shops, 153.92; of which radio and electrical goods, cycle and perambulator shops, 98.80; department stores (household goods departments), 22.36. Total, household goods shops, 314.60.

The estimates in £'s million of the amount of new hire purchase and other instalment credit extended in 1957 by finance houses, on which Table 4 is based, are: private cars (new), 55.96 and (used), 122.36; commercial motor vehicles, 46.25; motor cycles, etc., 32.33; caravans, 7.03; farm equipment and tractors, 7.53; industrial and building plant and equipment, 17.02; household goods (including pedal cycles), 49.01; and all goods, 350.57.

Hire Purchase (No. 2) Bill

LORD DRUMALBYN, Minister of State, Board of Trade, introduced in the House of Lords on November 27 H.M. Government's Bill to amend the hire purchase laws. The Bill was published on November 28.*

The Committee on Consumer Protection, of which Mr. J. T. Molony, Q.C., was chairman, in its Final Report (Cmnd. 1781), made numerous recommendations for the extension and improvement of the existing hire purchase legislation and the Bill is mainly concerned with giving effect to these recommendations. It also deals with certain changes recommended by the Law Reform Committee in their 10th Report on Innocent Misrepresentation (Cmnd. 1782) and makes certain other changes.

Part I of the Bill amends the Hire Purchase Act 1938 (as amended in 1954) and provides new safeguards for the consumer. Important changes are:

(a) To raise the ceiling for hire purchase and credit sale transactions covered by the hire purchase legislation to £2,000. Since 1954, the ceiling has been £300 (in the case of livestock £1,000). The figure is the hire purchase price (or total purchase price), not the cash price.

(b) To enable Regulations to be made prescribing words which must appear in the space on the agreement for the customer's signature, so that he will be warned that he is committing himself.

(c) To prescribe a 'cooling-off' period during which a customer can cancel the transaction if he signed the agreement anywhere other than at trade premises.

(d) To make the dealer the agent of the owner or seller as respects representations he makes concerning the goods.

(e) To prevent automatic termination of a hire purchase agreement if the hirer dies.

Part II of the Bill amends the hire purchase legislation in Scotland. When the Bill comes into force, the Hire Purchase Acts (including the provisions of Part I of the Bill) will apply in Scotland as well as in England and Wales.

Part III of the Bill introduces a safeguard in relation to the fraudulent disposal of motor vehicles which are subject to hire purchase (or conditional sale) agreements. The Minister of Transport is empowered to make Regulations under which the owner (or seller) will be required to retain the vehicle registration book and to issue the hirer (or buyer) with a licensing card. Should the owner (or seller) fail to retain the registration book and let the hirer (or buyer) have it, he will not be able to repossess the vehicle from an innocent third party.

Part IV of the Bill amends the Advertisements (Hire Purchase) Act 1957. In particular, if an advertisement quotes the hire purchase charges as a rate of interest, the Bill prescribes how the rate must be calculated.

* Copies: H.M. Stationery Office. Price 3s. 6d.

Registrations of British and foreign films

The following are details of films registered by the Board of Trade under the Films Act, 1960, during the week ended Friday, November 29, 1963.
Where the title appears in italics the film forms part of a series. Br/E indicates that the film is a British quota film.

Title of Film	Registered in the Name of	Maker's Name	Registered No.	Playing Time Minutes	Date of Registration
BRITISH					
The War Game	British Lion Films Ltd.	Mal Zetterling Ltd.	Br/E 28950	15	November 25
Mining Review No. 4 – 17th Year	Data Film Distributors Ltd.	National Coal Board	Br/E 28951	11	November 25
Look at Life Series 19: *Oil Aboard*	Rank Film Distributors Ltd.	Rank Film Distributors Ltd.	Br/E 28953	10	November 25
A Stitch in Time	" "	The Rank Organization Film Productions Ltd.	Pr/E 28954	94	November 26
Live it Up!	" "	Three Kings' Films Ltd.	Pr/E 28955	74	November 27
The Servant	Warner-Pathe Distributors Ltd.	Springbok Films Ltd.	Pr/E 28956	115	November 27
Automania 2000	British Lion Films Ltd.	Halas and Bacheler Cartoon Films Ltd.	Pr/E 28960	10	November 28
Take Six	" "	Parkside Film Productions Ltd.	Pr/E 28961	16	November 28
Pathe News 63-95	Warner-Pathe Distributors Ltd.	Associated British-Pathe Ltd.	Pr/E 28586	8	November 29
Pathe News 63-96	" "	" "	Pr/E 28587	7	November 29
Movietone News 1798A	Twentieth Century-Fox Film Co. Ltd.	British Movietonews Ltd.	Pr/E 28533	7	November 29
Movietone News 1799	" "	" "	Br/E 28534	12	November 29
FOREIGN					
The Leopard	Twentieth Century-Fox Film Co. Ltd.	Titanus Productions	F 28952	161	November 25
The Balcony	British Lion Films Ltd.	City Film Corporation	F 28957	84	November 28
Rasslin' Rampage	Columbia Pictures Corp. Ltd.	Columbia Pictures Corporation	F 28958	10	November 28
Fear Up	" "	" "	F 28959	7	November 28
Take Her She's Mine	Twentieth Century-Fox Film Co. Ltd.	Twentieth Century-Fox Film Corporation	F 28962	98	November 28

Production of man-made fibres in October

PRODUCTION of man-made fibres in October was 7 per cent higher than the previous record and 15 per cent more than in October, 1962. Within the total, output of continuous filament yarn was 16 per cent more, and output of staple fibre 14 per cent more.

Total deliveries of man-made fibres in the three months July-September were 15 per cent more than in the same quarter of 1962. Deliveries of continuous filament yarn to home user industries increased sharply compared with the same quarter of 1962; in particular, deliveries to the hosiery industry were 38 per cent more. Deliveries of staple fibre to all home user industries were also more than a year earlier; deliveries to the cotton spinning industry were 10 per cent more, to the woolspinning industry 18 per cent more and to the flax spinning industry almost 50 per cent more.

Deliveries of staple fibre for export were at about the same level as last year but deliveries of continuous filament yarn were 22 per cent more.

Production

(Million lb. 'delivered by weight' basis)

	Continuous filament yarn (singles)	Staple fibre	Total
1959 (Quarterly average)	58·9	69·8	128·7
1960 (Quarterly average)	67·2	80·8	148·0
1961 (Quarterly average)	65·5	76·4	141·9
1962 (Quarterly average)	72·7	84·1	156·8
1962 1st Quarter	67·8	78·9	146·7
2nd Quarter	73·4	83·6	157·1
3rd Quarter	71·0	79·1	150·1
4th Quarter	78·7	94·7	173·3
1963 2nd Quarter	82·6	95·4	178·0
3rd Quarter	80·5	90·9	171·4
1962 August	22·0	20·5	42·5
September	24·7	29·2	53·9
October	26·7	30·9	57·6
1963 August	25·0	26·9	51·8
September	27·1	32·1	59·3
October	31·0	35·1	66·1

Deliveries of continuous filament yarns

(Thousand lb., actual weight)

	Year 1961	1962			1963	
		April-June	July-Sept.	Year 1962	April-June	July-Sept.
Weaving	79,399	17,791	16,033	72,965	18,835	17,917
Hosiery	26,911	8,795	7,513	33,409	10,061	10,377
Warp knitting	24,148	7,816	7,052	29,820	8,799	8,278
Industrial purposes (tyres, etc.)	79,321	20,029	19,468	81,865	23,154	21,755
Other purposes	11,637	2,784	2,676	11,260	3,138	3,159
Exports as yarn (a)	43,925	15,333	15,471	63,428	19,509	18,863
Total	265,340	72,549	68,213	292,746	83,496	80,349

(a) The figures refer to deliveries from the industry direct for export and may differ from the totals recorded as exports in the monthly trade accounts.

Deliveries of staple fibre

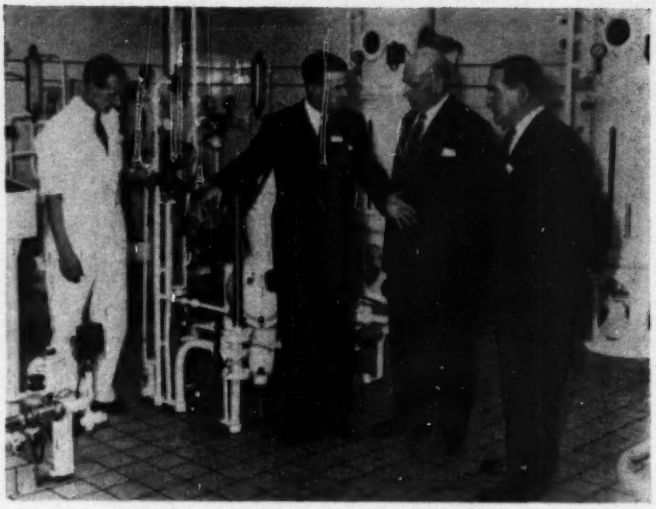
(Thousand lb. actual weight)

	Year 1961	1962			1963	
		April-June	July-Sept.	Year 1962	April-June	July-Sept.
Cotton spinning	118,043	27,215	24,203	108,817	29,481	26,531
Wool spinning	73,515	19,000	19,137	82,694	24,080	22,500
Flax spinning	21,490	5,341	5,846	24,078	7,551	8,683
Other spinning systems and sundries	29,224	8,478	8,014	35,301	10,886	9,661
Exports (a)	65,694	20,102	23,874	85,036	25,426	23,977
Total	307,966	80,137	81,075	335,926	97,414	91,353

(a) The figures refer to deliveries from the industry for export and may differ from the total recorded as exports in the monthly trade accounts.

Overdrafts of the nationalized industries

H. M. TREASURY announced on November 28 that the total bank overdrafts of the nationalized industries at November 20, 1963, were £80·7 million, of which £69·6 million were from the clearing banks and £11·1 million from the Scottish banks.



An entirely new process for manufacturing cod liver oil was opened recently at the Marfleet Refinery, Hull, of British Cod Liver Oils Ltd., by Mr. H. L. Roy Matthews, chairman, White Fish Authority. A companion plant for processing animal fats and hydrogenated edible oils and fats has also been installed. Together the plants can process 120 *tons of unrefined oils and fats every day under the direction of one operator. The firm has been producing over one-third of the world's supply of cod liver oil and other products for home and overseas consumption at the Marfleet Refinery since* 1935. *Looking at the hermetic type continuous refining plants are (left to right): Mr. G. E. Tunnicliffe, managing director, British Cod Liver Oils Ltd.; Mr. H. L. Roy Matthews; and Mr. C. E. Hudson, chairman, British Cod Liver Oils (Hull and Grimsby) Ltd., and Marfleet Refining Co. Ltd.*

Business Monitor: Production Series

THE FOLLOWING titles and issues of Business Monitor Production Series are now available, and copies may be obtained by annual subscription from H.M. Stationery Office, P.O. Box 569, London, S.E.1:

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Carpets and Rugs for June-August 1963.
Cutlery for July-September 1963.
Domestic Hollow-ware for July-September 1963.
Pesticides and Allied Products for July-September 1963.

Export List, 1964

A REVISED EDITION of the Export List for articles of merchandise produced or manufactured in the United Kingdom or the Channel Islands and exported therefrom, is being published for use as from January 1, 1964. Copies of the List may be obtained direct from H. M. Stationery Office or through any bookseller, price 10s. Exporters and Agents are advised to place immediate orders. The headings in certain Divisions of the List have been revised.

Overseas publicity for mechanical engineering

A SERIES of illustrated newsletters about firms in the mechanical engineering industry has just been issued in five languages to over 500 journals and information centres throughout the world by the British Mechanical Engineering Federation.

The newsletter has been introduced by the Federation to provide a concise information service on British mechanical engineering for overseas journals and their readers. The service is available at cost to all firms in the industry and full details can be obtained from the BMEF, 25 Victoria Street, London, S.W.1. (Tel. Abbey 2141).

Patent Office publications

SPECIFICATIONS and abridgments published by the Patent Office provide a valuable source of information to all sections of industry wishing to keep in touch with the latest developments. These publications may be examined free of charge in the Patent Office Library or supplied as required at the prices shown below. The Patent Office also provides other services associated with the selection and supply of information about inventions.

Every application for a patent must be accompanied by a specification which fully describes the invention and states clearly what is the monopoly claimed. After thorough examination within the Patent Office, including an investigation to test the novelty of the invention, specifications found acceptable are published at a standard price of 4s. 6d.

Abridgments of the specifications, prepared by the Patent Examiner, are also published in 25 groups, each of which covers a major field of manufacture. One bound volume of abridgments for each group is published at intervals of 7-8 months (representing a complete series of 20,000 published specifications). These volumes are available at £4 10s. 0d. each or £100 for the complete set. For the same price it is possible to receive, as they are printed, the 16 page sheets of abridgments of which each of the bound volumes is composed. Subscribers to this service are thus kept right up to date with accepted specifications.

In order to facilitate the study of specifications relating to a particular subject, a detailed classification system is employed. The complete classification key which sets out this system is made up of 25 group units, each corresponding to one abridgment group, and each of these units is subdivided through several levels of fineness. The result is a schedule composed of about 40,000 subdivisions under one or more of which every specification is indexed, and this index is printed on all specifications. A list showing numbers of all specifications since 1910 indexed under any one of these subdivisions may be obtained for £1 1s. 0d. The appropriate unit of the key is bound into each abridgment volume and is associated with a subject-matter index to form a guide to the abridgments in that volume. The classification key itself may be purchased at 5s. 6d. per group unit or £6 10s. 0d. for the complete set of 25 units. In order to help in locating subjects in the classification key, a reference index is available at £7 7s. 0d. This contains an alphabetical list of catchwords which relate to all aspects of inventive art, and indicates the part of the key under which relevant subject-matter is classified.

As a further service the Patent Office will supply to subscribers all specifications, as they are published, which relate to any subject expressed in the classification key. The only charge made is that for the specifications so supplied.

The Official Journal (Patents) is published every Wednesday and, as well as official notices, contains a list of new patent applications and classified lists of accepted specifications. Single copies are 5s. 9d. each and the annual subscription is £14 15s. 0d. From January 1, 1964, the prices will be 6s. 6d. each, £16 10s. 0d. for the annual subscription.

All of the above publications are available, post free, from the Sale Branch, Patent Office, 25 Southampton Buildings, London, W.C.2, who will also be glad to give advice.

Patents endorsed 'Licences of Right'

UNDER SECTION 35 of the Patents Act, 1949 the undermentioned Patents were endorsed 'Licences of Right' on the dates specified:

NUMBER	GRANTEES		SUBJECT-MATTER
		October 22, 1963	
856,472	Quirk, H. L.		Magnetic tape head supporting mechanism.
		October 23, 1963	
837,525	Hercules Powder Co.		Vulcanizing processes.
837,594	Bergswerksgesslischaft A.G.	Hibernia	Reinforcement of rigid or flexible moulded bodies.
840,208	Hercules Powder Co.		Laminating processes.
840,730	Bergswerksgesellschaft	Hibernia	Polymerization of olefines.
842,837	Gottlieb, R. & ors.		Extensible wrist watch straps and the like.
		October 25, 1963	
775,136	Lancaster & Tonge Ltd.		Steam traps.
820,391	Lion, J. E. F.		Container for the transportation of various goods.
921,726	Compagnie des Transmissions Mecaniques Seine (S.E.D.I.S.).		Roller for transmission chain and production thereof.
924,670	Peglers Ltd.		Pipe connection.

Any person who claims that the patentee at the time of endorsement of any of the above patents was precluded by a contract in which the claimant is interested from granting licences under the patents may apply for cancellation of endorsement on Patents Form No. 45 within two months after the date of endorsement.

GORDON GRANT,
Comptroller General.

The Patent Office.

Regional Organization of the Board of Trade

For information and guidance on export matters or on any other aspect of the work of the Board of Trade – including, for example, advice about location, which is available to industrial concerns seeking to expand or to develop new projects – you are invited to get in touch in the first instance with the nearest Regional Office. If you would prefer it, the Controller or a senior member of his staff will gladly arrange to meet you at your own address. The names of the Controllers and the addresses, Subscriber Trunk Dialling Codes and Telex Numbers of the Regional Offices of the Department are given below.

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C. J. A. Whitehouse, O.B.E.

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Ministry of Commerce (Northern Ireland), Chichester House, Chichester Street, Belfast. (Tel. Belfast 28271. Code: OBE 2. 28271. Telex No. 74578.)
H. E. Jones, C.B.E.

Government surplus sales by auction

AIR MINISTRY

1963	Stores	Location	Auctioneers
Dec. 12 .	Twenty huts of various sizes, lengths of corridor, kitchen and domestic equipment.	Royal Air Force Station, St. Athan . .	Herbert R. Thomas, Son & Edwards, 59 High Street, Cowbridge, Glam. (Tel. 461 and 462).
Dec. 17 .	Eighty timber and Nissen huts with miscellaneous equipment.	Royal Air Force Station, Catfoss. . .	Dee & Atkinson, The Exchange, Driffield, Yorkshire. (Tel. Driffield 3151).
Dec. 19 .	528·187 acres of valuable freehold land and buildings, part offered with vacant possession and part subject to tenancy.	East Moor Airfield, Sutton-on-the-Forest, York.	R. M. English & Son Ltd., Pocklington, Yorkshire. (Tel. Pocklington 2106 and 3198).
Dec. 19 .	Miscellaneous stores and equipment . .	No. 14 Maintenance Unit, Royal Air Force, Carlisle, and R.C.A.F., Prestwick.	Harrison & Hetherington Ltd., Botchergate, Carlisle. (Tel. Carlisle 26292).

The above sale will include 19 metal radar cabins, radio, radar and electrical equipment including receivers, oscilloscopes, power units, transformers, amplifiers, loudspeakers, batteries, instruments and meters including stop and pocket watches, aircraft clocks, compasses, binoculars, sextants, and various meters, aluminium containers, various cordage, textiles, parachute canopies, perspex, miscellaneous stores and equipment.

1964			
Jan. 9 .	Miscellaneous stores and equipment . .	No. 35 Maintenance Unit, Royal Air Force, Heywood.	Brady & Son, 17 Warren Street, Stockport, Cheshire. (Tel. Stockport 2252).
Jan. 22 .	Miscellaneous stores and equipment . .	No. 7 Maintenance Unit, Royal Air Force, Quedgeley.	Bruton Knowles & Co., Albion Chambers, King Street, Gloucester. (Tel. Gloucester 21267).

Catalogues for the above sales may be obtained within fourteen days of the advertised date of sales, on application to the auctioneers. Catalogues for sales held at Maintenance Units cost 1s. each (*Postal Orders only*), all other catalogues free.

TENDER SALE

Tenders are invited for the purchase of two Spitfire Aircraft. Apply within seven days of the date of this notice to Air Ministry C 19a, Turnstile House, High Holborn, London, W.C.1, for tender forms.

WAR OFFICE

1963	Stores	Location	Auctioneers
Dec. 10-12 .	Vehicles, motor cycles, earthmoving and lifting equipment, plant ancillaries and spares.	W.D. Storage Depot, Ruddington, Notts. .	Walker, Walton & Hanson (Dept. L), Byard Lane, Bridlesmith Gate, Nottingham. (Tel. 54272).
Dec. 12-13 .	Machine tools and miscellaneous stores including:	Technical Stores Depot, Old Dalby, Leics. (*Sale at Melton Mowbray.*)	Shouler & Son (Dept. L), 1 Norman Street, Melton Mowbray, Leics. (Tel. 3081).

Kitchen & Wade vert. honing machine; Churchill int. planetary grinder; lathes to 8½ in. centres; hacksaws; arc welders, Atlas loco cylinder borer; 180 bench and port. electric drills; baling, leaf-spring, arbor and frame presses; Weaver steam cleaners; Avery hardness testers; degreasers, pipe benders and screwers; ped. and bench grinders; vehicle lift; furnaces; Atco motor scythe; 9,000 ft. Balata & Brammer engine belting; instrument and watchmakers lathes; valve refacers and reseaters; dividing and boring heads; 2,300 lathe turning tools; chucks; foundry moulding boxes; crucibles and moulding press, washing pumps; woodworking saw-benches; planer and thicknesser; 900 saw-blades; 90 carpenter benches; cine-projectors, film-strip projectors, enlarging cameras, 'Duostat' printer; baking machine spares, 1,000 steam oven tubes; AVO megger and other test instruments; sewing machines; hand tools; gun carriage wheels with pneumatic tyres, etc.

1964			
Jan. 15 .	M.T. and electrical spares, clothing and miscellaneous stores.	W.D. Storage Depot, Ruddington, Notts. .	Walker, Walton & Hanson (Dept. L), Byard Lane, Bridlesmith Gate, Nottingham. (Tel. 54272).
Jan. 23 .	Engineering, electrical and miscellaneous stores.	Technical Stores Sub-Depot, Wem, Salop. .	Hall, Wateridge & Owen (Dept. L), High Street, Shrewsbury. (Tel. 2081).
Jan. 28 .	Plant and equipment, clothing and textiles and miscellaneous stores.	W.D. Storage Depot, Royal Arsenal, Woolwich, London, S.E.18.	Fuller, Horsey, Sons & Cassell (Dept. L), 10 Lloyds Avenue, London, E.C.3. (Tel. Royal 4861).

Catalogues for each sale shown above may be obtained from the appropriate auctioneer 14 days prior to date of sale, price 1s. (*Postal Orders only*).

ASSISTANCE FOR THE DEVELOPMENT DISTRICTS

The Board of Trade have published a new version of their booklet 'Expanding Industry' which describes the various forms of assistance available under the Local Employment Acts for projects which create employment in the development districts.

The Board of Trade's recent publication 'Room to Expand' gives a comprehensive description of the advantages for industrialists and others of setting up in these districts. The revised booklet 'Expanding Industry' describes in detail the different types of assistance for which industrialists and others can qualify – factories, grants and loans – and how to apply for them. Copies of both booklets are available free of charge at the Board of Trade Distribution of Industry and Regional Division, Horse Guards Avenue, London, S.W.1, and at the Board of Trade Regional Offices throughout the country.

HINTS TO BUSINESSMEN

THE 'Hints to Business Men' series of booklets, covering over 100 individual countries, provides useful information on such subjects as travel, hotels, climate, currency, public holidays, population, industries, economic factors, and summarizes the nature and extent of imports and exports. Copies may be obtained free of charge by British businessmen who intend visiting any country on export business, on application to Directories and Notices Section, Board of Trade, Horse Guards Avenue, London, S.W.1. Trafalgar 8855, Ext. 2928, or to any Regional Office of the Board.

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Exhibitions and Fairs

Düsseldorf samples British consumer products

From an Export Council for Europe reporter

RESOUNDING IMPACT on the West German retail market resulted at the three day sample show of British goods in preparation rfo the British Week organized by the Board of Trade and the Export Council for Europe for Düsseldorf in May next year. Here are some success stories collected from a stand-by-stand inquiry up to closing hour of the final day.

Foodstuffs

W. A. Baxter and Sons Ltd., Moray, Scotland have secured agreement for a special display in Helmut Hortens, one of Düsseldorf's largest chain stores, of their canned soups, jams and Scottish specialities with supporting publicity, including attendance of Piper Geordie MacDonald (last man out of Dunkirk). T. L. Mann, Baxter's sales manager, said 'We shall be bringing over our top demonstrator Mary Scott to ensure first-class retail selling. Baxters have been selling well in West German delicatessen stores over the past three years. We plan to do our utmost to break the German retail market wide open. We shall go all out on the British Week but by no means stop at that'.

Robertsons' marmalades are equally determined to let nothing stop them. I. R. G. Perguson, Robertsons' sales manager in London, described the samples fair as an 'enormous success'. He stated, 'In three days here we have had more useful visitors than in the whole of ANUGA (the foodstuffs fair at Cologne in September) and as a result we expect to be in all the major Düsseldorf retail outlets next May. We are more interested in volume sales than in small quantity deliveries to individual retailers and we think the visitors from big departmental stores we have had here will help to ensure success. Of 14,000 German retailers circulated by the British Weeks office in Düsseldorf in connection with this samples fair at least 200 were useful customers. All 200 turned up. I am sure the Week will be a winner'.

Furniture

Vono Limited, of Tipton, Staffs, who make upholstered furniture and bedding, reported German buyers and potential buyers calling at their stand until 9.30 p.m. 'We sold 120 beds this morning' said Mr. Frank Murphy, Vono's resident manager for Germany, 'These went to several different customers each of which represented a separate retail outlet. My firm has been selling in West Germany for the past three years and last June opened a show room and office here. Divan beds with one piece mattresses don't otherwise exist in Germany where three piece mattresses are a tradition. The change of taste is in part due to new opportunities for foreign travel and because high living standards have shown Germans that there are other ways to be comfortable asleep or awake on an evening off. We have found keen interest in our British type of folding bed – one which folds in with a normal one-piece mattress – something they don't have, but like. Germans also like loose divan and settee covers – these are a new thing to the wider public'.

In the same section, A. Harriman, manager of the Export Department of Universal Bedding and Upholstery Ltd., of Team Valley, Gateshead, said that West Germans were 'getting away from leather coverings for their chairs and settees, and the new trend is towards soft fabrics and loose covers. They like typically British designs but prefer colours and choice of materials to be modified to suit their tastes'. This firm have had numerous inquiries from German store buyers.

Linen Goods

Outstanding success in interesting German buyers in Irish linen products was reported by the Ulster Weaving Company, associated at the Samples Fair with William Liddell and Co. In the three days of the show orders worth £12,000 were secured or promised. Of these, since both firms have a continuing interest in the German market and have or are making contacts outside the context of the British Week campaign, over £2,000 worth of orders are directly related to the Week. 'It was not until the penultimate day that we got our first real contact with two large German firms' said John F. Hanagarth, export manager of the Ulster Weaving Company.

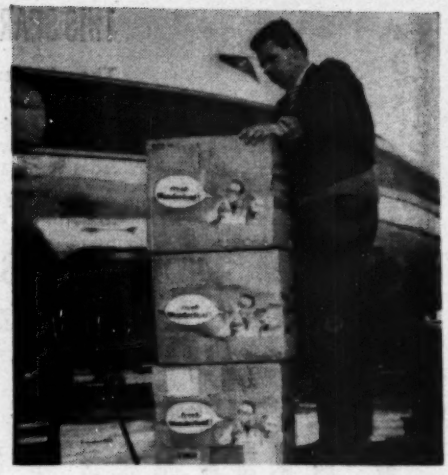
Details of the publication of the Classified Lists of Trade Fairs and Exhibitions are to be found on page 1259.

Not every British exhibitor was in agreement that the fair had helped his products, though most of the 40 representative stands visited agreed that this dress rehearsal had been worthwhile. Talks with a cross section of firms ranging from textiles (including men's, women's and children's clothing) though foodstuffs and drinks, tools, garden equipment and fancy goods, to household goods, furniture and furnishing, revealed discrepancies and not all felt that they had obtained the maximum advantage from this preview to the first 'New Look' British Week, planned to bring British and German trading interests together for the first time in a seriously planned sales campaign.

Clothing

Exporters showing at the Samples Fair found a varying reaction from German buyers. Producers of articles for makers-up and piece-goods stated that though they could not expect direct retail sales since they deal normally with wholesalers they were backing the British Week and expected improvement of existing German contacts to result from attendance at the Samples Show. Mr. John Measures of Tootal Broadhurst Lee, Manchester, which already has good business in West Germany in ready-to-wear clothes and other products, stated that the show had helped to maintain existing contacts rather than produce new customers but had been well worthwhile in making and maintaining these. This view was shared by others.

Unexpected interest in British made shirts, struck an encouraging note. Tootal Broadhurst Lee found interest in shirts they had brought as an experiment and Mr. Charles Biondo, European sales manager for Arrow shirts, which has eighteen months experience of selling to the West German market, felt that the secret of shirt selling to Germans lay in the packing. From nearly nil in 1962 his firm's sales had risen in 1963 to a value of $15,000, he said. Mr. Biondo attributed this to individual boxing as normal in the United Kingdom though not in the United States, whence Arrow shirts formerly came to Europe. This had turned the scale. 'The Germans like their shirts individually packed' he said.



Marmalade on toast was one of the British delicacies offered to West German buyers at the Samples Display held at Dusseldorf as a preliminary to the British Week there next May. James Robertson and Sons were responsible for the promotion. Their marmalade was associated with toast made from the Wonderloaf, a consignment of which is here seen being despatched on a BEA plane from London Airport.

Joint Exports

Joint industrial exports (represented by the 'Joinex British Industrial Company' in Cologne) taking in more than twenty British firms large and small and covering varying products within the domestic furnishing field, reported satisfaction with the results of the Samples Fair. Numerous orders were received for goods, including pottery, candlesticks, Scottish-made plaids and stoles and knitwear. Expansion of sales in West German centres outside Düsseldorf was hoped for by this group as an outcome of the British Week. A picturesque venture was that of three Scottish firms making non-competing products whose spokesman Mr. Charles Smith, sales manager of the Philcote Manufacturing Co., of Glasgow, said 'Our products as a group are rainwear, knitwear and blankets, this is the first time in Europe for any of us and our aim is to find out what each member of the group can do singly or together. We think it has been well worthwhile to come to this Samples Fair because though there have been no sales we have learned a lot'.

Mr. J. G. Archer, export sales manager for Metal Tables (Kudkow) Limited, was an exhibitor at the Board of Trade sponsored Samples Fair in Münich last March. Finding a lack of visitors there, he took his products out into the town proclaiming their worth and made sales. Since then he has sold many Shropshire-made metal tables to Germans. At the Düsseldorf Samples Fair he sold another £500 worth to German stores interested in the British Week but still feels there is room for much greater expansion if only Germans who like metal tables could put his firm's wares into the general retail market instead of confining them as at present to specialist shops. 'I am more than satisfied by the response here', he said.

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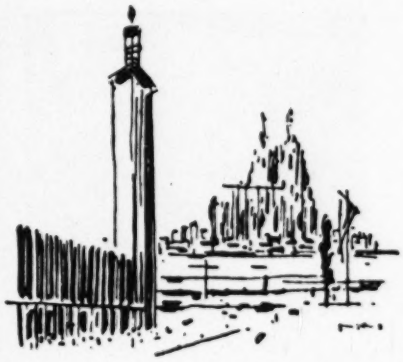

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Exhibitors and Visitors at Cologne in 1963:

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Hardware Fairs	**3192**	**87,240**
Photokina	**619**	**202,000**
Interzum—Furnishing Trade Suppliers	**444**	**22,200**
Men's Fashion Week	**415**	**13,400**
Anuga—Fine Foods and Provisions	**2476**	**244,300**
Lingerie Fair	**257**	**10,100**
Baby Fair	**333**	**7,400**
Spoga—Sports Goods Fair	**641**	**10,400**

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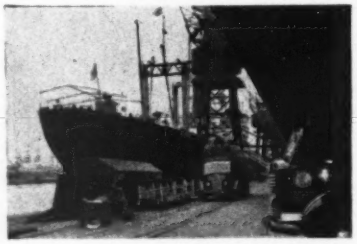

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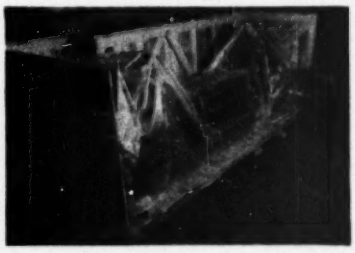

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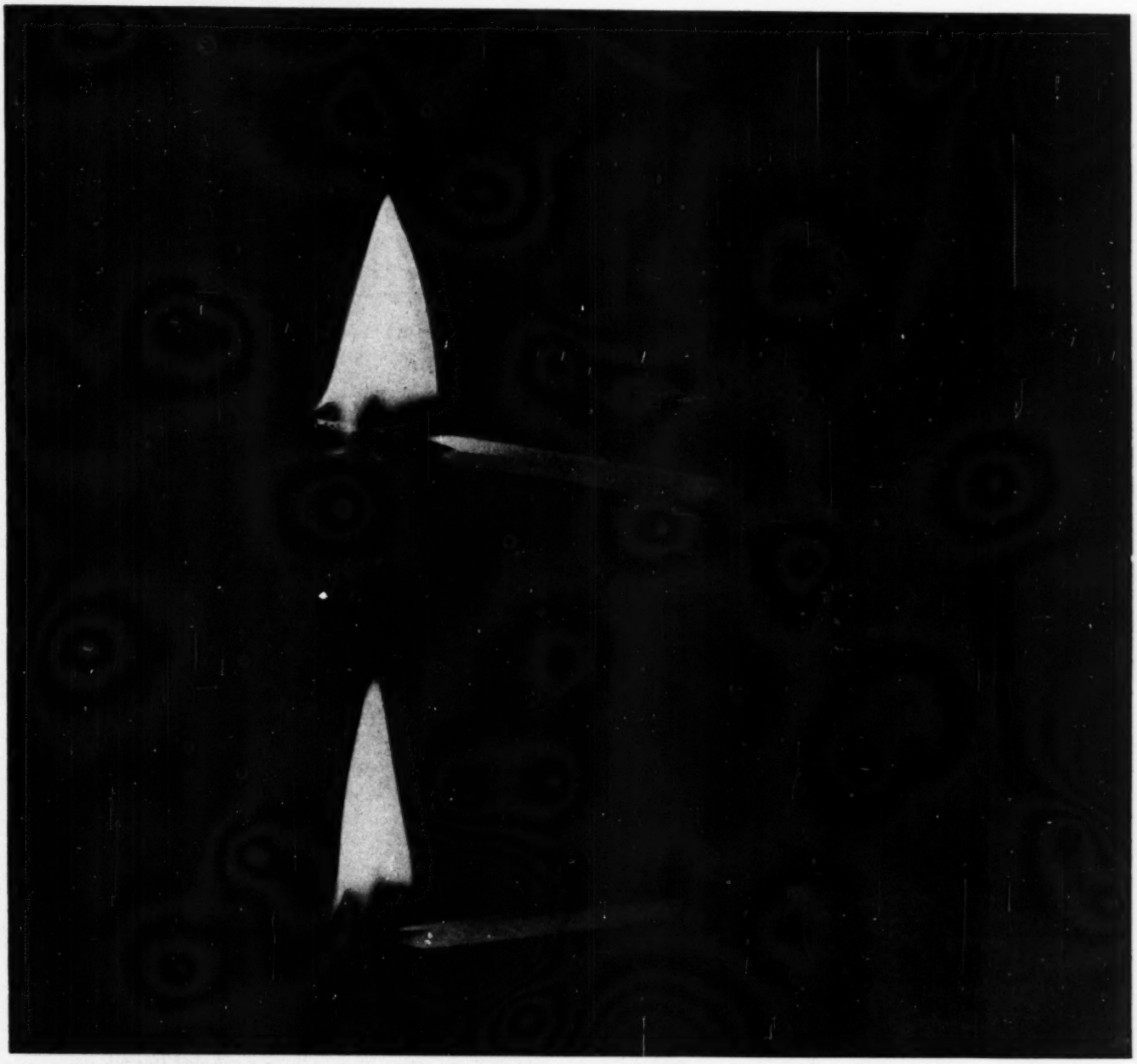

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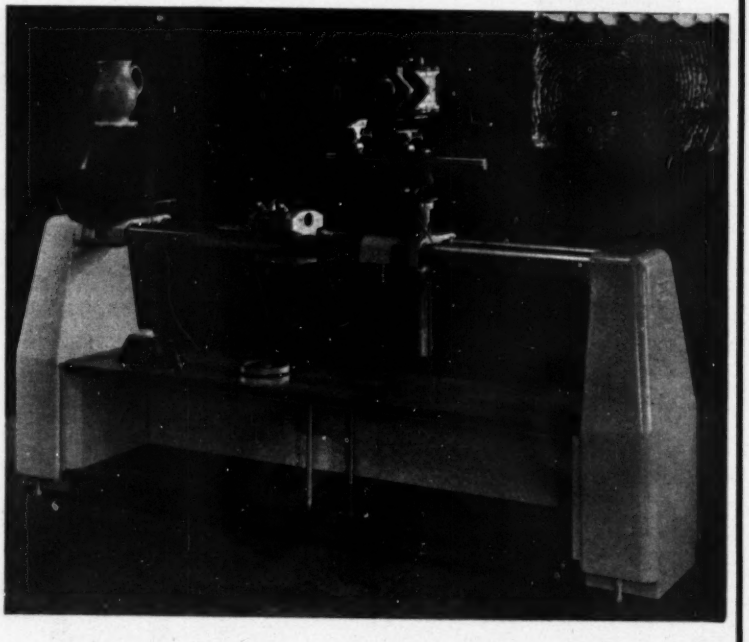

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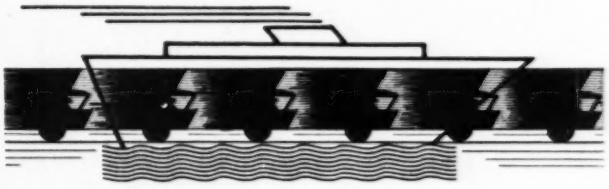

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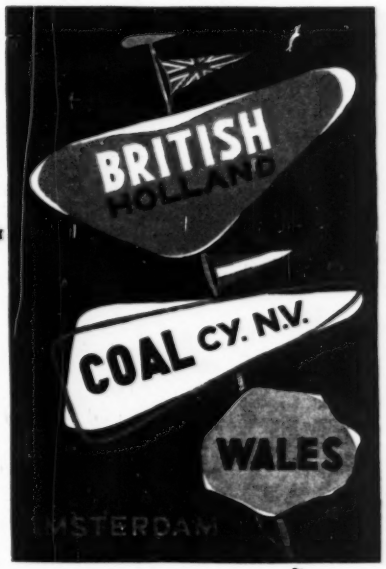

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Messages from the Rt. Hon. Edward Heath, M.P., Secretary of State for Industry, Trade and Regional Development, Professor Dr. J. E. Andriessen, Netherlands Minister of Economic Affairs, M. M. Brasseur, Belgian Minister of Foreign Trade and Technical Assistance, and M. L. Schaus, Luxembourg Minister of Foreign Affairs:

Throughout history there have been close economic and industrial ties between Britain and the countries of the Benelux Union. Our long-established trading partnership rests largely on the fact that we are industrial countries, with a highly developed technology and similar standards of living. Today trade is increasing in both directions. In 1962 Britain's exports to Benelux reached the record total of £244 million. They are still continuing to increase.

In spite of the breakdown of the Brussels negotiations we are determined to do everything we can to help in building up a liberal and outward-looking Europe. It is more important now than ever that we and our friends in the Benelux countries should make even greater efforts to strengthen the links between us, not only in commerce but in all other fields.

I commend this supplement and wish every success to all those who trade, or are hoping to trade, with Benelux. The services of the Board of Trade and of the commercial staff of the British Embassies in Belgium, Holland and Luxembourg are freely available to help British firms and I hope that more and more of them will decide to compete in this very important market.

Tout au long de l'histoire il y a eu des liens intimes tant économiques qu'industriels entre la Grande-Bretagne et les pays membres de l'Union Benelux. Notre association commerciale de longue date est due en grande partie aux faits que nous sommes des pays industriels dotés d'une technologie très développée et que nous jouissons de niveaux de vie comparables. Aujourd'hui les échanges commerciaux s'intensifient dans les deux sens. En 1962, les exportations de la Grande-Bretagne à destination du Benelux ont atteint le chiffre record de 244 millions de livres sterling, et ce chiffre monte encore.

Nonobstant la rupture des négociations de Bruxelles, nous sommes résolus de faire tout ce qui est en notre pouvoir pour aider à la construction d'une Europe libérale et non pas repliée sur elle-même. Il importe plus que jamais que nos amis des pays du Benelux et nous-mêmes redoublions encore nos efforts pour renforcer les liens qui nous unissent, non seulement sur le plan commercial mais dans tous les autres domaines.

Je recommande ce supplément, et je souhaite bon succès à tous ceux qui font le commerce ou espèrent en faire avec le Benelux. Les services du Board of Trade et les départements commerciaux des ambassades de Grande-Bretagne en Belgique, aux Pays-Bas et au Grand-Duché de Luxembourg sont à l'entière disposition des firmes britanniques pour les aider. J'espère qu'il y en aura de plus en plus qui décideront de pénétrer dans ce marché très important.

De hele geschiedenis door zijn er nauwe economische en industriële banden geweest tussen Groot Brittannië en de landen van de Benelux Unie. Ons sinds lang gevestigde handelsdeelgenootschap berust voornamelijk op het feit dat wij industrielanden zijn, met een hoog ontwikkelde techniek en een overeenkomstige levensstandaard. De handel neemt thans in beide richtingen toe. In 1962, bereikte de Britse uitvoer naar de Benelux een record totaal bedrag van £244 miljoen. De stijging zet zich voort.

Ondanks de mislukking van de onderhandelingen in Brussel zijn wij vastbesloten al het mogelijke in het werk te stellen om te helpen een liberaal en naar buiten gericht Europa op te bouwen. Het is thans belangrijker dan ooit dat wij en onze vrienden in de Benelux landen ons een nog grotere inspanning getroosten om de banden tussen ons te versterken, niet alleen wat de handel betreft, maar ook op alle andere gebieden.

Ik beveel dit supplement gaarne aan en wens allen die met de Benelux handel drijven, of willen drijven, veel succes. De diensten van het Ministerie van Handel en de handelsafdelingen van de Britse Ambassades in België, Nederland en Luxemburg staan gratis ter beschikking om Britse firma's te helpen. Ik hoop dat zij in steeds grotere getale zullen besluiten om op deze belangrijke markt te concurreren.

In the course of the centuries, the United Kingdom and the Netherlands have frequently influenced each other's economic history. The often identical interests of the two countries in the field of commerce and shipping led on the one hand to strong competition, but on the other hand made both countries strive for as much freedom as possible in the field of international trade and transport.

The traditional free trading attitude of the Netherlands has not been changed by her entry into the EEC. The Netherlands regards the widest possible accessibility to the Common Market as an important condition for the sound development of economic life in the Community. It is, indeed, on these grounds that the Netherlands would have liked to have seen the negotiations on Britain's entry into the EEC lead to a positive result. The Netherlands is hopeful that ways and means can still be found to make possible the accession of the United Kingdom and other West European countries.

In recent years contacts between the United Kingdom and the Netherlands have also gained in importance. As a result the value of goods bought by the Netherlands from across the North Sea in 1962 was over five per cent. higher than in the previous year. The figures so far available for the current year show that the pace of this development may have quickened considerably. The high quality and technical perfection of British products enjoy a well-deserved reputation in the Netherlands.

Trade in the opposite direction, viz., Dutch exports to the United Kingdom, is growing less rapidly, but its development shows that the economies of both countries complement and stimulate each other.

Many common interests in the business field contribute to strong mutual dependence in the economic field. Besides the major Anglo-Dutch concerns already established, many British firms have subsidiaries in the Netherlands, or have evolved some form of co-operation with Dutch firms.

May the work of all those who are striving to increase trade and economic relations between the Netherlands and Great Britain contribute to growing prosperity for both countries.

Het Verenigd Koninkrijk en Nederland hebben elkaars economische geschiedenis in de loop der eeuwen herhaaldelijk beïnvloed. De vaak parallel lopende belangen van beide landen op het gebied van handel en scheepvaart leidden enerzijds tot een sterke onderlinge wedijver, maar deden anderzijds beide landen streven naar een zo groot mogelijke vrijheid op het gebied van de internationale handel en verkeer.

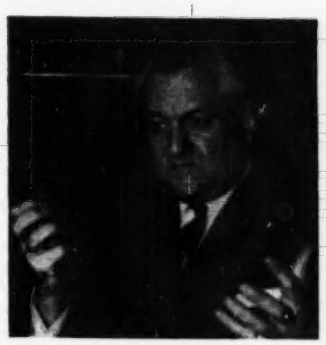
In dit traditionele vrijhandelsstandpunt van Nederland is door de toetreding tot de EEG geen wijziging gekomen. Nederland acht een zo groot mogelijke openheid van de EEG een belangrijke voorwaarde voor de gezonde ontplooiing van het economisch leven van de gemeenschap. Het is reeds op grond hiervan, dat Nederland gaarne had gezien dat de onderhandelingen van de Britse toetreding tot de EEG tot een positief resultaat zouden hebben geleid. Nederland hoopt dat wegen en middelen kunnen worden gevonden, waardoor deze toetreding van het Verenigd Koninkrijk en andere West-europese landen alsnog zou kunnen worden verwezenlijkt.

De economische contacten tussen het Verenigd Koninkrijk en Nederland hebben ook in de laatste jaren voortdurend aan betekenis gewonnen. Zo lag de waarde van de goederen, die Nederland in 1962 van de overzijde van de Noordzee betrok ruim 5% hoger dan in het voorafgaande jaar. De beschikbare cijfers van het lopende jaar tonen aan dat deze ontwikkeling zich mogelijk nog aanmerkelijk versneld heeft. De gedegenheid en technische perfectie van het Britse produkt genieten in Nederland een welverdiende goodwill.

De handel in tegenovergestelde richting, dus de Nederlandse export naar het Verenigd Koninkrijk, stijgt weliswaar minder snel, maar ook uit het verloop hiervan blijkt toch wel dat de economieën van de twee landen elkaar aanvullen en wederzijds stimuleren.

Tot de sterke onderlinge afhankelijkheid op economisch terrein dragen ook bij de vele gemeenschappelijke belangen op ondernemingsniveau. Naast de reeds bestaande grote Anglo-Nederlandse concerns hebben b.v. vele Engelse ondernemingen dochtermaatschappijen hier in Nederland gevestigd of hebben zij vormen van samenwerking met Nederlandse ondernemingen tot ontwikkeling gebracht.

Moge het werk van allen die zich inspannen voor een intensivering van de handels- en economische betrekkingen tussen Nederland en Groot-Brittannië bijdragen tot een groeiende welvaart voor beide landen.



In the present political context, the economic relations between Great Britain and Belgium take on a particular importance which was not previously present. From the standpoint of international economics, Belgium must be considered as a convinced partner in Benelux and as a no less convinced member of the European Economic Community. From the same standpoint, I see Great Britain not only as one of the most prominent industrial and commercial countries, but at the same time as a member of the Commonwealth and of the European Free Trade Association. Over and above all this, Belgium and Great Britain, both being members of the same Atlantic community, are moved by the same ideas of economic policy.

Belgium has always striven to give to the communities of which she is a member as broad and as open a character as possible. That is why the Belgian Government tries to do everything possible to bring together these communities on the one hand and third countries on the other.

Never before has the sea been so much of a link and so little a barrier between peoples, and it is my dearest wish that business men on both sides of the Channel should become ever more aware of this. In so far as the public authorities are concerned, Belgium has always displayed a broad liberalism with regard to commercial policy. The Belgian Government want to remain faithful to this tradition and firmly believe that these ideas remain just as valid even within the framework of the communities. Broad free international exchanges constitute the best instrument for realizing the social and economic development of the European continent and the surest guide for bringing together the Atlantic nations.

Dans le contexte actuel de la vie internationale, les relations économiques entre la Grande-Bretagne et la Belgique revêtent une importance très particulière, jamais acquise auparavant. Sur le plan économique international, la Belgique doit être considérée comme un partenaire convaincu du Benelux et un membre non moins convaincu de la Communauté économique européenne. Dans cet ordre d'idées, je vois la Grande-Bretagne non seulement comme un des pays industriels et commerciaux les plus éminents, mais en même temps comme membre du Commonwealth et de l'Association européenne de libre-échange. Pardessus tout cela, la Belgique et la Grande-Bretagne faisant partie d'une même communauté atlantique, sont animées des mêmes conceptions de politique économique.

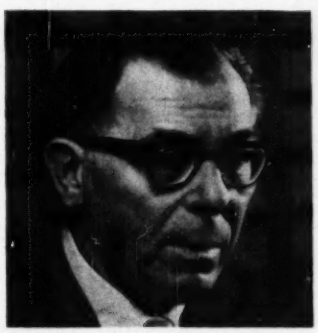
La Belgique s'est toujours efforcée de donner aux communautés auxquelles elle adhère, un caractère aussi large et ouvert que possible. C'est pourquoi le Gouvernement belge s'attache à mettre tout en oeuvre pour promouvoir le rapprochement entre ces communautés d'une part et des pays tiers de l'autre.

Jamais, jusqu'à ce jour, la mer n'a été si fortement un trait d'union et si peu un trait séparatif entre les peuples et c'est mon voeu le plus cher que les hommes d'affaires de part et d'autre de la Manche s'en rendent compte de plus en plus. Pour ce qui concerne les autorités publiques, la Belgique a toujours fait montre d'un large libéralisme quant à la politique commerciale. Le Gouvernment belge veut rester fidèle à cette tradition et croit fermement que ces conceptions demeureront tout aussi valables même dans le cadre des communautés. Des échanges internationaux larges et libres constituent d'ailleurs le meilleur instrument pour réaliser le développement économique et social du continent européen et le fil conducteur le plus sûr pour le rapprochement entre les pays de l'Atlantique.

In de huidige kontekst van het internationale leven, hebben de ekonomische betrekkingen tussen Groot-Brittannië en België een zeer bijzondere betekenis, nooit tevoren bereikt. Op internationaal ekonomisch vlak moet België beschouwd worden als een overtuigd Benelux-partner, en een niet minder overtuigd lid van de Europese Ekonomische Gemeenschap. Anderzijds zie ik in dat verband Groot-Brittannië niet alleen als een der meest vooraanstaande nijverheids- en handelslanden, maar tevens als lid van de Commonwealth en van de Europese Vrijhandelszone. Dit alles overkoepelend zijn België en Groot-Brittannië leden van dezelfde Atlantische Gemeenschap, bezield met dezelfde politieke overtuigingen, met dezelfde opvattingen van ekonomisch beleid.

België heeft er steeds naar gestreefd om aan de Gemeenschappen, waarin het deelneemt, een zo breed en zo open karakter te geven als mogelijk. De Belgische Regering wenst dan ook verder alles in het werk te stellen om de toenadering tussen die Gemeenschappen enerzijds en andere landen anderzijds in de hand te werken.

Nog nooit is de zee zo zeer een bindteken en zo weinig een scheiding geweest tussen de volkeren. Het is mijn wens, dat de zakenlui van beide zijden van het Kanaal hiervan in groeiende mate bewust worden. Van overheidszijde heeft België steeds blijk gegeven van ruim liberalisme op het stuk der handelspolitiek. De Belgische Regering wil deze traditie getrouw blijven, en ze is ervan overtuigd dat deze opvattingen ook in het verband der Gemeenschappen verder zullen gelden. Een ruim en vrij internationaal handelsverkeer is immers het beste middel voor de ekonomische en sociale ontwikkeling van het Europese vasteland en de zekerste leidraad voor de toenadering tussen de landen van de Atlantische Oceaan.



Relations between the Grand-Duchy of Luxembourg and Great Britain have, for many years, been marked by great political cordiality and by comparatively important exchanges in the economic field. Furthermore, in commerce there are evident affinities between the two countries, taking into account their foreign trade as related to the national product. Under present conditions the liberalization of trade is not merely a slogan for Luxembourg; it is a necessity which has determined her foreign policy for many years. Luxembourg's trade with the other European countries in the immediate neighbourhood is, of course, of particular importance; this has resulted in the strengthening of ties and participating in the creation of economic or customs unions such as the Belgo-Luxembourg Economic Union (founded in 1922), Benelux (founded in 1944) and the three European Communities.

Whilst expressing satisfaction at the progress in European integration, the Luxembourg Government nevertheless considers it desirable to enlarge the group of European countries which could participate in it. Great Britain is one of these countries, and I firmly hope that the obstacles in the way of her accession to the European Communities are not insurmountable and that a common effort of will and imagination can overcome them.

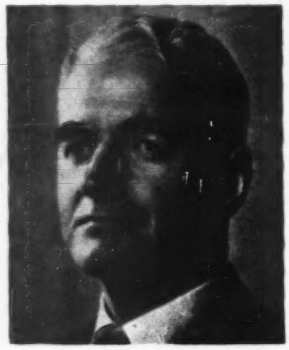
Whilst pursuing thus, with a common outlook, our efforts for a European plan, our countries can at the same time strive to increase their reciprocal trade in volume as well as in value. I am convinced that this supplement of the *Board of Trade Journal* will play its part in drawing attention to the many possibilities open to both sides.

Les relations entre le Grand-Duché de Luxembourg et la Grande-Bretagne sont marquées depuis de très nombreuses années par une grande cordialité sur le plan politique et par des échanges relativement importants en matière économique. En matière commerciale, les affinités entre les deux Etats sont d'ailleurs évidentes, si l'on tient compte de la proportion entre leur commerce extérieur et le produit national. Dans ces conditions, la libéralisation des échanges n'est pas, pour le Luxembourg, un slogan; elle est une nécessité qui inspire depuis de nombreuses années sa politique étrangère. Bien entendu, les échanges du Luxembourg sont particulièrement importants avec les pays européens situés dans son voisinage immédiat; ceci l'a conduit à resserrer ses liens avec ceux-ci en participant activement à la création d'unions douanières ou économiques comme l'Union économique belgo-luxembourgeoise (fondée en 1922) le Benelux (fondé en 1944) et les trois Communautés européennes.

Tout en se félicitant des réalisations sur le plan de l'intégration européenne, le Gouvernement luxembourgeois estime néanmoins qu'il serait souhaitable d'élargir le cercle de ceux des pays européens qui peuvent y participer. La Grande-Bretagne est un de ces pays; j'ai le ferme espoir que les obstacles à son accession aux Communautés européennes ne soient pas insurmontables, et qu'un commun effort de volonté et d'imagination pourra les écarter.

En poursuivant ainsi, dans une perspective commune, nos efforts sur le plan européen, nos pays pourront en même temps s'efforcer d'accroître leurs échanges réciproques en volume aussi bien qu'en valeur. Je suis convaincu que la présente publication du *Board of Trade Journal* y contribuera en attirant l'attention des cercles intéressés sur les multiples possibilités qu'il reste à exploiter de part et d'autre.

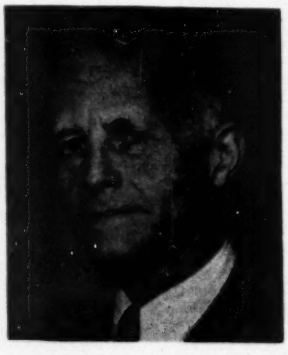
The Men at the Embassies



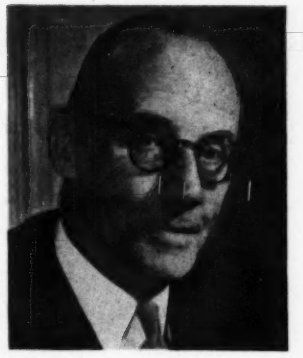
Sir Andrew Napier Noble, Bart., KCMG, was appointed Ambassador to the Netherlands in November 1960. He was born on 16th September 1904, and was educated at Eton and Balliol College, Oxford.
He joined the Foreign Service in 1928 and went to Rio de Janeiro and Rome as a junior Secretary. In 1939 he became a First Secretary and was transferred to Shanghai; he returned to the Foreign Office in 1942. From 1945 to 1947 he served in Buenos Aires, after which he became a Foreign Service Inspector.
In 1949 he was appointed an Assistant Under-Secretary of State and in 1951 Minister to Finland, whence he was transferred in 1954 to Poland and in 1956 to Mexico before coming to The Hague. He was appointed a KCMG in 1954.

Sir Roderick Barclay was appointed Ambassador to Belgium in July this year. He is 54 and was educated at Harrow and Trinity College, Cambridge.
He joined the Foreign Service in 1932 and after a year in London was appointed to Brussels in 1933. He then served in Paris and in Washington and held various positions in the Foreign Office. In 1949, he was appointed Private Secretary to Mr. Ernest Bevin and later to Mr. Herbert Morrison. In 1951 he was made an Assistant Under-Secretary of State, and in 1953 became a Deputy Under-Secretary of State.
He served as Ambassador at Copenhagen from 1956 until 1960, when he returned to the Foreign Office as Deputy Under-Secretary of State with special responsibilities for European economic questions. In this capacity he was a member of the Delegation which negotiated in Brussels for the entry of the United Kingdom into the EEC. He was made a KCMG in 1955 and a KCVO in 1957. He was also made a Knight Grand Cross of the Order of the Dannebrog in 1957.

Baron van Boetzelaer van Asperen, Chargé d'Affaires a.i. of the Netherlands in London, was born in 1915 in Indonesia and was educated at the University of Utrecht.
He joined the Foreign Service in 1945. After serving in China and Indonesia he returned to the Foreign Ministry at The Hague, where he participated in the Round Table Conference which led to the independence of Indonesia.
Baron van Boetzelaer then served with the Netherlands Embassy in Washington where he concurrently held the position of Commissioner in the Caribbean Commission. In 1954 he was secretary of the Netherlands delegation to the Far Eastern Conference in Geneva. After serving in the Embassy in Bonn he was appointed Consul-General in Frankfurt-Main. Baron van Boetzelaer has served in London since 1958.



His Excellency Monsieur Jacques de Thier has been Belgian Ambassador to the Court of St. James since March 1961. Born in 1900, he graduated at the University of Liège. He first practised law for a few years, and entered the Diplomatic Service in 1930. In 1933 he was sent to Berlin as Secretary. After being Chargé d'Affaires in Athens in 1935 and in Teheran in 1936, he was transferred in 1938 to Washington, where he became Counsellor.
He was appointed Chargé d'Affaires in Madrid in 1944 and Consul-General in New York in 1948 where he remained until 1955. In 1954 he was elected President of the Society of Foreign Consuls in New York.
He served as Ambassador to Mexico from 1955 until 1958, and then to Canada until 1961.
He was a member of the Belgian Delegations to the General Assemblies of the United Nations in 1956, 1957, 1959 and 1960, and Belgian Representative in the Security Council in September 1960.
In London, he is the Belgian Permanent Representative on the Council of the Western European Union (WEU).



Mr. Geoffrey Aldington was appointed Ambassador to the Grand Duchy of Luxembourg in August 1961. He is 56 and was educated at the City of London School and Magdalen College, Oxford.

He began his career as a Student Interpreter in the China Consular Service in 1929. He saw service in China throughout most of the pre-war years at posts in Peking, Chungking and Tsingtao. After the war, during the latter part of which he was seconded to the Ministry of Information, he returned to China.

In 1949, he was appointed Head of Information Services Department in the Foreign Office and from 1950-53 he acted as Political Adviser to the Government of Hong Kong. He was subsequently Consul-General at Zagreb and Philadelphia. He was made a CMG in 1958.

His Excellency Monsieur André Joseph Clasen, Luxembourg Ambassador to the Court of St. James, has spent the major portion of his life in this country. He is 57 and was educated at Beaumont College and the Universities of Oxford, London and Aix-la-Chapelle, taking degrees in science and a doctorate in engineering.

He joined the service of the Luxembourg Government in 1941 and served in London as acting Secretary General of the Ministry of Foreign Affairs, a department of the Luxembourg Government exiled in Britain, Canada and the United States during World War II. He was also Consul General and Chargé d'Affaires.

In 1944, he was appointed Luxembourg Minister and from 1955, Luxembourg Ambassador in London. In this period he has served as Luxembourg representative to NATO and delegate to the United Nations and several international organizations, and is the permanent Luxembourg representative on the Western European Union Council.

Board of Trade Journal Supplement 6 December 1963

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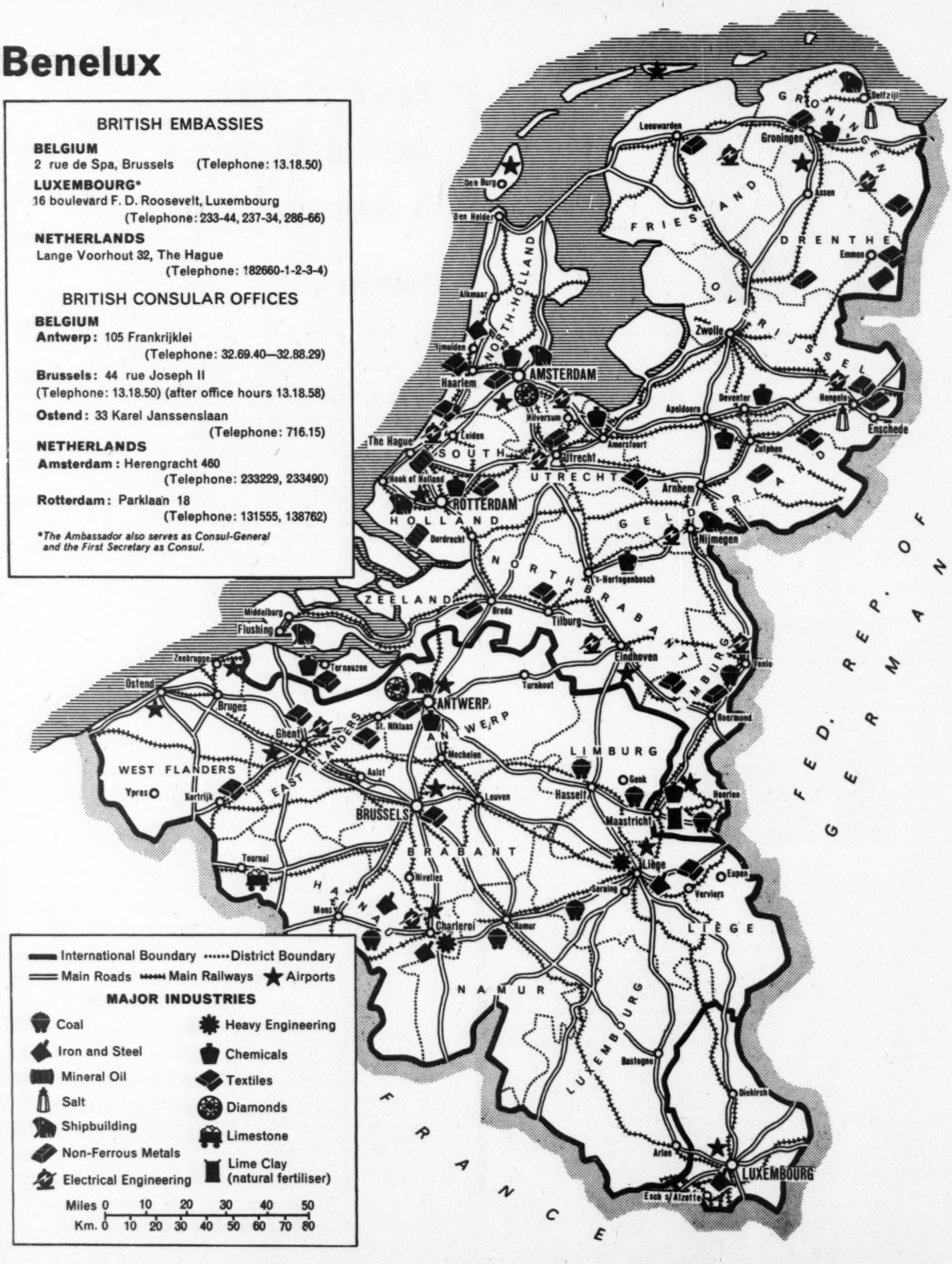
Cover:
British goods, bound for Benelux countries, being taken aboard a BEA aircraft.

In order to give a more complete and varied picture, this supplement includes articles from unofficial as well as from official sources. We believe that this gives greater value and interest to the text. It should, however, be understood that the views expressed are those of the contributors and are not necessarily those held by H.M. Government.

Benelux


BRITISH EMBASSIES
BELGIUM
2 rue de Spa, Brussels (Telephone: 13.18.50)
LUXEMBOURG*
16 boulevard F. D. Roosevelt, Luxembourg
(Telephone: 233-44, 237-34, 286-66)
NETHERLANDS
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(Telephone: 182660-1-2-3-4)
BRITISH CONSULAR OFFICES
BELGIUM
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NETHERLANDS
Amsterdam: Herengracht 460
(Telephone: 233229, 233490)
Rotterdam: Parklaan 18
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*The Ambassador also serves as Consul-General and the First Secretary as Consul.
International Boundary
District Boundary
Main Roads
Main Railways
Airports
MAJOR INDUSTRIES
Coal
Iron and Steel
Mineral Oil
Salt
Shipbuilding
Non-Ferrous Metals
Electrical Engineering
Heavy Engineering
Chemicals
Textiles
Diamonds
Limestone
Lime Clay (natural fertiliser)
Miles 0 10 20 30 40 50
Km. 0 10 20 30 40 50 60 70 80
GRONINGEN
FRIESLAND
DRENTHE
OVERIJSSEL
NORTH-HOLLAND
SOUTH HOLLAND
UTRECHT
GELDERLAND
ZEELAND
NORTH BRABANT
LIMBURG
EAST FLANDERS
WEST FLANDERS
ANTWERP
BRABANT
HAINAUT
NAMUR
LIÈGE
LUXEMBOURG
Delfzijl
Leeuwarden
Groningen
Assen
Den Burg
Den Helder
Emmen
Alkmaar
IJmuiden
Zwolle
Haarlem
AMSTERDAM
Deventer
Hengelo
Enschede
Apeldoorn
Hilversum
Amersfoort
The Hague
Leiden
Utrecht
Zutphen
Hook of Holland
ROTTERDAM
Arnhem
Dordrecht
Nijmegen
's-Hertogenbosch
Middelburg
Flushing
Breda
Tilburg
Zeebrugge
Terneuzen
Eindhoven
Venlo
Ostend
Turnhout
Bruges
ANTWERP
Roermond
Ghent
St. Niklaas
Mechelen
LIMBURG
Aalst
Genk
Ypres
Kortrijk
Leuven
Hasselt
Heerlen
BRUSSELS
Maastricht
Tournai
Liège
Eupen
Nivelles
Seraing
Verviers
Mons
Charleroi
Namur
Bastogne
Diekirch
Arlon
LUXEMBOURG
Esch s/Alzette
FED. REP. OF GERMANY
FRANCE

The Benelux Economic Union and the Belgo-Luxembourg Economic Union

ECONOMIC CO-OPERATION and integration between Belgium, Luxembourg and the Netherlands are older than both the Common Market and EFTA. All three countries need to export unusually high proportions of their national products. This explains why they have been keen to provide themselves with a wider home base and why they have played a part as pioneers in the effort for European economic unification. The effects of the two world wars precipitated a movement which was in any case made desirable by the rapid growth in the twentieth century of large-scale economic units.

On July 25, 1921 the Kingdom of Belgium and the Grand Duchy of Luxembourg concluded a fifty-year Convention of Economic Union by which the two countries formed a single customs area free from internal tariff barriers. The Convention came into effect on May 1, 1922.

Besides abolishing the tariff barrier, the Convention provided for the formation of a common fund from the proceeds of import duties to be divided between the two countries in proportion to their populations, the joint negotiation of trade agreements, parity between the Belgian and Luxembourg francs, the pooling of the gold and foreign currency reserves of the two countries in the National Bank of Belgium, and a unified regime of foreign trade statistics. A supplementary agreement, signed on May 23, 1935, established a common system of import and export licensing. Subsequent agreements have elaborated the Economic Union in such matters as transport and frontier controls.

Credit policies are similar

The practical effect of the Economic Union is that Belgium and Luxembourg form for most purposes a single territory from the commercial, economic and financial points of view. On all matters for which a unified regime is not fixed by the Convention and the later supplementary agreements, close consultation is maintained between the two governments. Harmonization has been carried to the point that the bank rate is identical in both countries, general credit policies are similar, and Belgian currency circulates freely throughout Luxembourg (although for reasons of relative size the same does not hold true for Luxembourg currency in Belgium).

This special relationship between Belgium and Luxembourg remains important in spite of the progress made by the bigger unions, Benelux, the European Economic Community and the European Coal and Steel Community. The economic and financial integration of the two countries has for many years been at a stage which the Common Market countries will not approach for some time yet.

The only important field in which the economies of the two countries have not been brought closely together is that of taxation. Each country continues to apply its own system of direct and indirect taxation and to some extent of excise duties. For example, the basic rate of turnover tax, the most important indirect levy in both countries, is 6 per cent in Belgium but only 2 per cent in Luxembourg. There are also differences in other fields, including social insurance, but they do not affect the trading exchanges between the two countries or their foreign trade policy.

The separate identity and more advanced state of the Belgo-Luxembourg Economic Union have been recognized by Article 94 of the Treaty of Benelux Economic Union and Article 233 of the Treaty of Rome. However, the two governments recognized, early in 1957, the need for reviewing and bringing up to date the conventions and agreements linking their countries. On October 22, 1962, at Luxembourg, Protocols to the Convention of Economic Union were approved reaffirming the economic solidarity of the two countries and establishing a Committee of Ministers similar to the ministerial committees of the EEC and Benelux Union.

The Convention's latest additions

The new additions to the Convention provide for complete freedom of establishment, residence and employment between the two countries, the co-ordination of transport regulations and services, and the harmonization of legislation in fields where there is as yet no common practice. Certain agricultural products have so far been subject to an exceptional regime, but the latest agreements include a Special Agricultural Protocol which, when ratified, should make it possible for the Economic Union to become fully operative eventually in the agricultural field also.

Agreement to form an economic union between Belgium, Luxembourg and the Netherlands was reached in London before the end of the war by the three Governments in exile. A Monetary Agreement was concluded in 1943. This was followed by the signing in London on September 4, 1944, before the liberation of the three countries had been completed, of the Benelux Customs Convention. Under the Convention customs duties on exchanges of goods between the Belgo-Luxembourg Economic Union and the Netherlands were formally abolished on January 1, 1948. A common Benelux tariff on imports from third countries was simultaneously established. Already, however, in the immediate post-war period, pending agreement on the common tariff, no customs duties had been levied on goods exchanged between the three countries.

Economic union was at first handicapped by the difference in the speeds at which Belgium and the Netherlands were able to free themselves from elaborate post-war controls. The territory and industry of the Netherlands had suffered much more from the effects of the war and their recovery was correspondingly slower. Quantitative restrictions continued to hamper trade for some time.

Complete freedom of movement

The liberalization of trade and the systematic co-ordination of monetary and commercial policies can be said to date from the Pre-Union Agreement of October 15, 1949, and the free movement of goods became really effective with the setting up of the European Payments Union in 1950.

Long-standing disagreements over waterways, due principally to Antwerp's dependence on waterways passing through Dutch territory, and the disparities existing between Belgium's relatively high-cost and the Netherlands relatively low-cost agriculture tended to hold up progress. Wide differences also existed in wages, social security charges, price structure and taxation, including of course turnover taxes and excise duties.

Nevertheless, slow but steady progress was made. Economic and social policies progressively converged, and in 1956 the three countries were able to establish common arrangements for the liberalization of imports from third countries and to negotiate, as Benelux, joint commercial agreements with foreign countries.

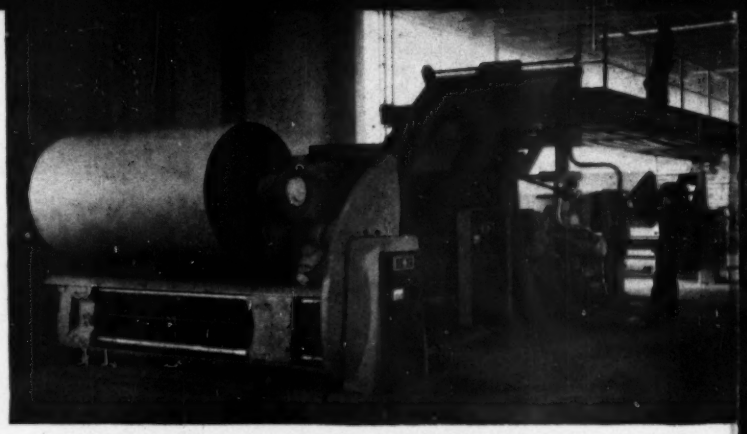
The progress made since the Pre-Union Agreement of 1949 was consolidated by the signing at The Hague on February 3, 1958 of the Treaty of Benelux Economic Union. The Treaty came into force on November 1, 1960. It is not as far-reaching as the Belgo-Luxembourg Convention of Economic Union, but it provides for complete freedom of movement of persons, industrial goods, services and capital between the three countries and for the formulation of common commercial policies towards and agreements with third countries.

A prosperous trading area

There is co-ordination but not integration of economic, financial and social policies. Several steps will still be required before the economic frontiers between the three countries cease to be of significance. Each country continues to apply its own system of excise duties and turnover taxes. Some restrictive controls remain – for example, on quality standards or for plant health purposes. The free movement of agricultural goods is restricted by a system of levies and minimum price controls. The removal of the remaining restrictions and the establishment of complete economic harmonization will inevitably be closely connected with progress towards the completion of the European Common Market.

The significance of the Belgo-Luxembourg Economic Union and Benelux Union for British businessmen is twofold. First, the Benelux countries have become a very prosperous trading area with rapidly rising standards of living and an increasing demand for manufactures of all kinds. Second, the Benelux market is in many ways a prototype of what the Common Market as a whole may be in a few years time. It is open and receptive to foreign industrial products, but it is at the same time a most competitive market.

The Benelux countries are themselves among the world's leading exporters. In total foreign trade Benelux is the fourth commercial power in the world and its exports are the highest in the Common Market per head of population. Being themselves exporters, the businessmen of Benelux take naturally to the idea of dealing with exporters from abroad. The Benelux countries are Britain's nearest neighbours and they provide a ready-made testing ground on Britain's doorstep for the export-efficiency of British industry. There are good prizes to be won by those who succeed in the test.



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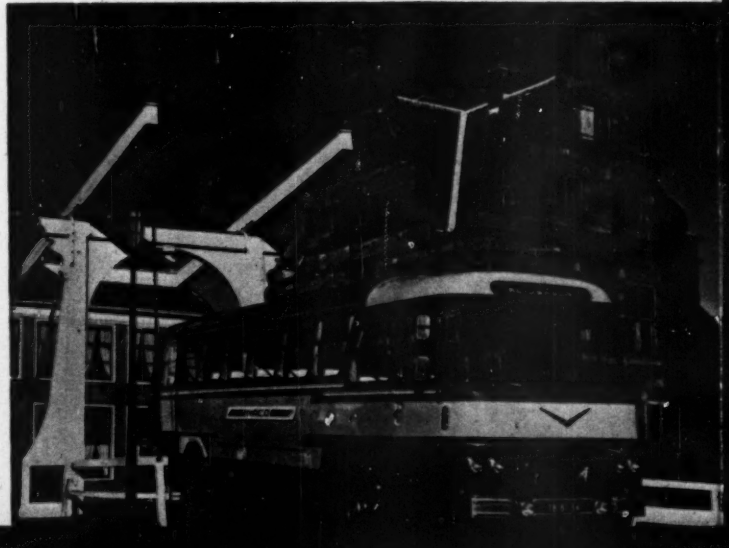


5

1 Manufacturing packaging materials at Bowater Philips S.A., Belgium (an associated company of the Bowater Organisation and N.V. Philips, Eindhoven).

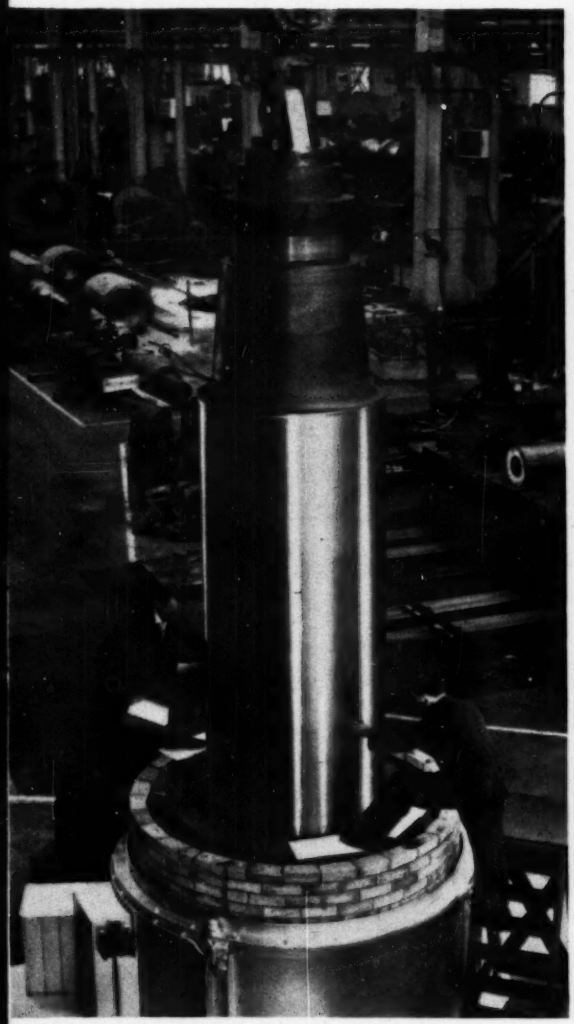
2 Locomotives being built by English Electric, Preston, for the Netherlands State Railways.

3 Manufacturing steel rolls for Belgium at Firth Brown Ltd., Sheffield.

4 Testing Elliott electronic control equipment of the type supplied to Esso's Rotterdam refinery.

5 One of twenty-one Leyland Worldmaster luxury coaches which have been delivered to the Netherlands Railways.

3



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The Importance of the Benelux Market

BRITISH EXPORTS to this important market are increasing. In 1958, the three countries together were the sixth most important customer in the world for British goods, but by 1962 they had risen to second best. Equally significant is the fact that Benelux has, for some years, remained our best customer in Europe, and we must do all we can to see that our sales to this very important market go on growing.

In 1958, Benelux imported goods from Britain valued at £178 million and, by 1962, this figure had risen to £270 million. In the first half of this year, our exports continued to increase and were 14 per cent above the first half of 1962.

These encouraging figures have been achieved in spite of increasing tariff discrimination against us and decreasing tariffs between the countries of the European Economic Community. Since January 1 1959, when the Treaty of Rome came into operation, the tariff rates on industrial goods imported into Benelux from her three EEC partners have been progressively reduced until they are now only 40 per cent of the pre-Treaty of Rome rates. At the same time, Benelux imports of industrial goods from countries outside the Community have been, and will continue to be, subject to tariff rates higher than those operating prior to 1959.

Some Benelux tariff rates have remained virtually the same as in 1958 but, of course, they have been progressively reduced to her EEC partners. However, British industry has not only met this challenge, but has increased its exports against wider competition. Two worthy examples are road vehicles where our exports doubled in 1962 over 1958, and non-ferrous base metals exports which increased more than threefold. In 1962 also, in spite of tariff increases, British exports of non-electrical machinery increased 42 per cent over the 1958 figure, and there were increases in exports of other goods, notably chemicals, where many of the tariff rates are higher than they were in 1958.

There are many other goods and the table which follows shows the upward trend of our exports in some of the main categories. The figures amply demonstrate the importance of our trade with the Benelux countries.

Britain has so far surmounted the tariff barrier. With our past performance to encourage us, every effort must be made to maintain our strong competitive position and our share in the important Benelux market.

Benelux imports by main groups of commodities

£ million (c.i.f.)

DESCRIPTION AND S.I.T.C. CLASSIFICATION	BELGO-LUXEMBOURG					NETHERLANDS					BENELUX				
	1958	19..	1961	1962	1963 (1st half)	1958	1959	1961	1962	1963 (1st half)	1958	1959	1961	1962	1963 (1st half)
Food and live animals (Section 0)															
Total	147·8	158·3	157·5	177·3	86·1	180·1	199·6	210·3	232·4	125·4	327·9	357·9	367·8	409·7	211·5
from United Kingdom	3·1	3·2	2·7	3·0	N.A.	6·1	4·4	4·6	5·2	2·7	9·2	7·6	7·3	8·2	N.A.
EEC	47·2	53·8	58·2	60·2	N.A.	24·3	26·5	36·4	35·3	14·7	71·5	80·3	94·6	95·5	N.A.
Beverages and tobacco (Section 1)															
Total	19·3	19·8	24·2	24·8	13.9	19·4	18·6	28·6	21·6	13·1	38·7	38·4	52·8	46·4	27·0
from United Kingdom	1·3	1·4	2·0	2·6	N.A.	0·2	0·2	0·3	0·3	0·2	1·5	1·6	2·3	2·9	N.A.
EEC	8·4	9·1	12·3	12·7	N.A.	4·1	4·7	14·4	12·2	7·0	12·5	13·8	26·7	24·9	N.A.
Crude materials, inedible, except fuels (Section 2)															
Total	203·2	227·5	295·2	290·9	136·2	175·4	195·9	217·9	210·2	101·5	378·6	423·4	513·1	501·1	237·7
from United Kingdom	4·3	5·3	16·2	14·5	N.A.	4·4	5·0	5·9	6·8	3·2	8·7	10·3	22·1	21·3	N.A.
EEC	56·6	65·2	81·8	89·2	N.A.	27·9	34·4	41·6	45·3	23·3	84·5	99·6	123·4	134·5	N.A.
of which:															
Wool and animal hair (Group 262):															
Total	38·9	48·3	56·0	61·6	30·2	12·5	16·5	16·6	16·3	10·2	51·4	64·8	72·6	77·9	40·4
from United Kingdom	1·3	2·0	1·9	2·1	N.A.	1·1	1·2	1·1	1·1	0·6	2·4	3·2	3·0	3·2	N.A.
EEC	11·1	13·6	16·2	18·4	N.A.	4·5	5·9	6·3	7·4	4·2	15·6	19·5	22·5	25·8	N.A.
Iron ores and concentrates (Group 281):															
Total	31·9	32·1	38·3	38·4	16·9	9·3	8·6	9·7	9·1	3·0	41·2	40·7	48·0	47·5	19·9
from United Kingdom	N.A.	—	0·0	—	N.A.	N.A.	—	—	0·0	N.A.	N.A.	—	0·0	0·0	N.A.
EEC	17·7	18·4	19·3	20·3	N.A.	0·3	0·1	0·0	0·0	0·0	18·0	18·5	19·3	20·3	N.A.
Mineral fuels, lubricants and related materials (Section 3)															
Total	151·3	141·4	146·6	161·3	95·9	219·5	191·5	234·8	246·2	132·2	370·8	332·9	381·4	407·5	228·1
from United Kingdom	3·4	2·8	2·3	4·4	N.A.	7·8	6·4	9·4	16·3	9·9	11·2	9·2	11·7	20·7	N.A.
EEC	69·5	69·2	75·9	81·1	N.A.	38·1	40·0	49·8	52·2	27·7	107·6	109·2	125·7	133·3	N.A.
of which:															
Coal, coke and briquettes (Group 321):															
Total	60·2	58·1	58·5	63·2	36·0	48·4	41·8	41·3	52·1	29·9	108·6	99·9	99·8	115·3	65·9
from United Kingdom	2·0	1·8	0·8	1·8	N.A.	3·5	2·3	4·9	6·6	3·9	5·5	4·1	5·7	8·4	N.A.
EEC	47·7	50·7	54·1	56·2	N.A.	22·2	23·0	26·9	33·3	16·4	69·9	73·7	81·0	89·5	N.A.

£ million (c.i.f.)

DESCRIPTION AND S.I.T.C. CLASSIFICATION	BELGO-LUXEMBOURG					NETHERLANDS					BENELUX				
	1958	1959	1961	1962	1963 (1st half)	1958	1959	1961	1962	1963 (1st half)	1958	1959	1961	1962	1963 (1st half)
Petroleum and petroleum products (Groups 331, 332):															
Total	91·1	83·3	84·2	94·3	58·0	170·5	149·3	192·1	192·7	101·4	261·6	232·6	276·3	287·0	159·4
from United Kingdom	1·4	1·0	1·5	2·3	N.A.	4·3	4·1	4·5	9·6	6·0	5·7	5·1	6·0	11·9	N.A.
EEC	21·7	18·5	18·2	21·2	N.A.	15·3	16·6	21·6	17·4	10·5	37·0	35·1	39·8	38·6	N.A.
Animal and vegetable oils and fats (Section 4)															
Total	10·2	10·5	9·7	8·6	4·7	20·5	23·6	20·6	15·3	9·3	30·7	34·1	30·3	23·9	14·0
from United Kingdom	0·1	0·1	0·0	0·0	N.A.	0·1	0·1	0·1	0·1	0·0	0·2	0·2	0·1	0·1	N.A.
EEC	2·5	2·9	3·2	3·7	N.A.	1·8	2·2	1·8	2·0	1·1	4·3	5·1	5·0	5·7	N.A.
Chemicals (Section 5)															
Total	73·2	81·5	94·3	99·9	56·9	71·4	87·0	109·3	114·7	62·7	144·6	168·5	203·6	214·6	119·6
from United Kingdom	5·9	6·4	6·9	8·0	N.A.	10·2	12·1	13·7	14·8	8·1	16·1	18·5	20·6	22·8	N.A.
EEC	47·1	51·8	64·7	69·0	N.A.	41·4	48·7	64·5	65·8	37·0	88·5	100·5	123·2	134·8	N.A.
of which:															
Chemical elements and compounds (Div. 51):															
Total	19·1	20·9	22·0	23·5	13·3	28·2	34·8	43·2	45·2	24·7	47·3	55·7	65·2	68·7	38·0
from United Kingdom	1·7	1·7	1·3	1·5	N.A.	3·8	2·1	4·8	5·5	3·3	5·5	3·8	6·1	7·0	N.A.
EEC	12·6	13·7	15·1	16·4	N.A.	17·6	20·9	25·9	25·5	14·0	30·2	34·6	41·0	41·9	N.A.
Plastic materials, regenerated cellulose and artificial resins (Div. 58):															
Total	9·2	11·8	17·3	19·8	10·8	12·1	14·4	20·1	21·0	11·1	21·3	26·2	37·4	40·8	21·9
from United Kingdom	1·3	1·7	1·7	2·2	N.A.	2·0	2·3	2·6	2·6	1·5	3·3	4·0	4·3	4·8	N.A.
EEC	5·2	7·0	12·4	14·3	N.A.	7·1	8·4	13·3	13·9	7·6	12·3	15·4	25·7	28·2	N.A.
Manufactured goods classified chiefly by material (Section 6)															
Total	238·0	287·1	361·5	385·4	209·1	273·7	325·2	408·9	399·8	214·8	511·7	612·3	770·4	785·2	423·9
from United Kingdom	38·2	50·3	46·8	57·0	N.A.	20·7	24·4	28·6	27·8	14·8	58·9	74·7	75·4	84·8	N.A.
EEC	106·8	124·3	175·2	187·1	N.A.	187·5	227·1	300·8	297·3	155·4	294·3	351·4	476·0	484·4	N.A.
of which:															
Textile yarn and thread (Group 651):															
Total	9·0	12·5	19·3	21·8	13·5	24·1	28·7	37·0	38·2	23·3	33·1	41·2	56·3	60·0	36·8
from United Kingdom	0·6	0·6	0·6	0·7	N.A.	1·5	1·4	1·7	1·5	0·9	2·1	2·0	2·3	2·2	N.A.
EEC	6·9	10·2	15·7	18·9	N.A.	20·6	24·9	31·0	33·8	20·3	27·5	35·1	46·7	52·7	N.A.
Textile fabrics, other than cotton (Group 653):															
Total	15·2	17·3	23·1	25·2	14·9	15·9	20·0	31·0	34·1	19·5	31·1	37·3	54·1	59·3	34·4
from United Kingdom	1·1	1·4	1·4	1·3	N.A.	1·3	1·6	1·7	1·7	1·0	2·4	3·0	3·1	3·0	N.A.
EEC	12·0	13·5	18·2	20·8	N.A.	12·7	16·2	25·9	29·0	16·6	24·7	29·7	44·1	49·8	N.A.
Iron and steel (Div. 67):															
Total	30·1	35·3	50·9	53·2	29·1	80·0	89·9	110·1	99·3	51·3	110·1	125·2	161·0	152·5	80·4
from United Kingdom	1·8	2·0	2·0	2·6	N.A.	5·4	6·6	7·4	6·7	3·2	7·2	8·6	9·4	9·3	N.A.
EEC	20·8	24·1	37·6	36·9	N.A.	65·2	75·9	90·8	83·7	39·4	86·0	100·0	128·4	120·6	N.A.
Non-ferrous metal (Div. 68):															
Total	53·5	66·5	96·3	105·6	50·5	33·2	43·8	52·0	39·3	20·4	86·7	110·3	148·3	144·9	70·9
from United Kingdom	1·2	1·5	4·1	12·1	N.A.	2·5	3·8	4·3	3·8	2·5	3·7	5·3	8·4	15·9	N.A.
EEC	6·2	8·5	19·1	20·9	N.A.	15·2	21·8	35·7	23·6	12·9	21·4	30·3	54·8	44·5	N.A.
Machinery and transport equipment (Section 7)															
Total	210·8	229·8	331·8	385·0	210·9	251·6	273·0	456·8	511·9	277·8	462·4	502·8	788·6	896·9	488·7
from United Kingdom	22·5	28·9	32·9	37·8	N.A.	34·6	40·6	56·9	54·2	29·4	57·1	69·5	89·8	92·0	N.A.
EEC	137·4	151·1	225·7	254·9	N.A.	162·2	181·0	291·1	337·2	197·4	299·6	332·1	516·8	592·1	N.A.
of which:															
Power generating machinery (non-electric) (Group 711):															
Total	15·8	19·3	26·4	34·5	20·5	27·5	24·1	28·6	31·1	20·8	43·3	43·4	55·0	65·6	41·3
from United Kingdom	4·2	2·1	2·7	2·5	N.A.	4·9	6·4	6·4	5·8	3·1	9·1	8·5	9·1	8·3	N.A.
EEC	7·7	12·8	10·9	16·9	N.A.	16·3	12·2	12·7	18·1	15·4	24·0	25·0	23·6	35·0	N.A.
Office machinery (Group 714):															
Total	5·6	5·4	8·3	9·3	4·4	6·0	7·8	13·3	14·4	7·4	11·6	13·2	21·6	23·7	11·8
from United Kingdom	0·3	0·6	0·6	1·0	N.A.	0·4	0·8	1·0	1·2	0·9	0·7	1·4	1·6	2·2	N.A.
EEC	3·4	3·3	5·2	6·4	N.A.	3·0	4·0	6·9	7·1	3·5	6·4	7·3	12·1	13·5	N.A.
Textile machinery and accessories (Sub-group 717-1):															
Total	8·4	7·1	12·1	12·3	N.A.	5·9	6·5	12·4	10·6	N.A.	14·3	13·6	24·5	22·9	N.A.
from United Kingdom	1·4	0·9	1·6	1·3	N.A.	0·7	0·6	1·3	1·1	N.A.	2·1	1·5	2·9	2·4	N.A.
EEC	5·0	4·2	7·6	7·7	N.A.	3·5	4·1	7·8	6·9	N.A.	8·5	8·3	15·4	14·6	N.A.
Electric machinery, apparatus and appliances (Div. 72):															
Total	38·7	41·7	66·0	75·0	42·1	67·0	77·0	148·9	173·3	91·7	105·7	118·7	214·9	248·3	133·8
from United Kingdom	2·5	2·7	4·0	3·6	N.A.	8·7	8·0	13·5	15·2	7·4	11·2	10·7	17·5	18·8	N.A.
EEC	28·8	31·2	50·9	51·6	N.A.	46·5	56·6	107·0	117·8	65·9	75·3	87·8	157·9	169·4	N.A.
of which:															
Electric power machinery and switch-gear (Group 722):															
Total	9·9	10·1	18·4	20·1	11·6	9·3	17·7	31·8	32·6	15·3	19·2	27·8	50·2	52·7	26·9
from United Kingdom	0·6	0·6	0·9	0·9	N.A.	1·5	1·8	2·3	2·7	1·5	2·1	2·4	3·2	3·6	N.A.
EEC	6·3	6·4	13·9	14·6	N.A.	5·8	12·3	22·3	21·3	10·2	12·1	18·7	36·2	35·9	N.A.

£ million (c.i.f.)

DESCRIPTION AND S.I.T.C. CLASSIFICATION	BELGO-LUXEMBOURG					NETHERLANDS					BENELUX				
	1958	1959	1961	1962	1963 (1st half)	1958	1959	1961	1962	1963 (1st half)	1958	1959	1961	1962	1963 (1st half)
Road motor vehicles (Group 732):															
Total	61·0	72·6	100·5	120·0	68·0	38·8	54·0	79·5	86·4	54·7	99·8	126·6	180·0	206·4	122·7
from United Kingdom	4·7	7·7	9·7	13·1	N.A.	5·4	6·5	8·0	8·5	5·6	10·1	14·2	17·7	21·6	N.A.
EEC	45·5	53·6	80·1	93·6	N.A.	30·9	43·9	64·6	72·0	44·7	76·4	97·5	144·7	165·6	N.A.
Aircraft (Group 734):															
Total	12·7	14·6	22·2	15·8	11·7	11·2	9·5	19·9	28·9	14·4	23·9	24·1	42·1	44·7	26·1
from United Kingdom	0·8	5·8	2·1	N.A.	N.A.	1·6	3·0	1·2	1·2	0·7	2·4	8·8	3·3	N.A.	N.A.
EEC	5·3	1·9	9·5	2·9	N.A.	0·6	0·4	0·3	8·7	10·3	5·9	2·3	9·8	11·6	N.A.
Miscellaneous manufactured articles (Section 8)															
Total	61·8	68·8	86·3	96·1	51·2	67·5	75·8	116·0	129·1	69·3	129·3	144·6	202·3	225·2	120·5
from United Kingdom	4·0	3·6	3·9	4·4	N.A.	5·9	6·6	7·6	7·9	4·3	9·9	10·2	11·5	12·3	N.A.
EEC	44·4	50·0	65·3	71·9	N.A.	46·7	51·6	82·5	93·0	50·1	91·1	101·6	147·8	164·9	N.A.
of which:															
Clothing (Div. 84):															
Total	15·1	13·2	17·9	19·3	10·5	19·1	21·2	34·8	39·8	22·5	34·2	34·4	52·7	59·1	33·0
from United Kingdom	0·9	0·6	0·6	N.A.	N.A.	1·0	1·0	1·3	1·4	0·7	1·9	1·6	1·9	N.A.	N.A.
EEC	12·1	10·6	15·3	16·5	N.A.	15·4	17·1	29·3	33·5	19·0	27·5	27·7	44·6	50·1	N.A.
Miscellaneous transactions and commodities (Section 9)															
Total	4·3	5·5	3·9	5·5	4·4	15·5	16·5	22·7	28·6	18·7	19·8	22·0	26·6	34·1	23·1
from United Kingdom	0·0	0·5	0·3	0·0	N.A.	1·8	2·0	2·4	2·3	1·3	1·8	2·5	2·7	2·3	N.A.
EEC	2·1	1·5	2·4	4·2	N.A.	8·1	8·6	10·3	11·0	5·9	10·2	10·1	12·7	15·2	N.A.
TOTAL TRADE (Sections 0-9)	1,119·9	1,230·2	1,511·0	1,634·8	869·5	1,294·6	1,406·7	1,825·9	1,909·8	1,024·9	2,414·5	2,636·9	3,336·7	3,544·6	1,894·4
from United Kingdom	82·8	102·5	114·0	131·7	75·5	95·5	106·4	130·7	138·6	76·4	178·3	208·9	244·7	270·3	151·9
EEC	522·0	578·9	764·7	834·0	455·5	542·1	624·8	897·9	958·2	526·8	1,064·1	1,203·7	1,662·6	1,792·2	982·3

N.A. Not available.

Note: From 1960 The Netherlands withheld direction details for the export and import of certain goods: as a consequence there might be some inconsistencies between the figures for 1958 and 1959 and those for later periods in the reported figures for trade with the EEC and the U.K.

Source: OECD Foreign Trade Series B and Series C supplemented by United Nations Commodity Trade Statistics and National Trade Statistics.

Benelux exports by main groups of commodities

£ million (f.o.b.)

DESCRIPTION AND S.I.T.C. CLASSIFICATION	BELGO-LUXEMBOURG					NETHERLANDS					BENELUX				
	1958	1959	1961	1962	1963 (1st half)	1958	1959	1961	1962	1963 (1st half)	1958	1959	1961	1962	1963 (1st half)
Food and live animals (Section 0)															
Total	51·4	50·9	61·1	79·9	50·9	305·5	351·3	369·0	394·8	219·4	356·9	402·2	430·1	474·7	270·3
to United Kingdom	7·1	5·3	4·6	5·2	N.A.	56·5	54·6	50·8	52·2	31·6	63·6	59·9	55·4	57·4	N.A.
EEC	28·6	32·6	41·9	55·6	N.A.	147·6	187·4	201·9	221·5	121·1	176·2	220·0	243·8	277·1	N.A.
of which:															
Meat and meat preparations (Div. 01):															
Total	4·7	5·1	5·3	7·3	5·4	59·4	63·8	68·8	72·5	40·8	64·1	68·9	74·1	79·8	46·2
to United Kingdom	0·3	0·3	0·2	0·2	N.A.	19·3	18·2	20·3	18·2	8·1	19·6	18·5	20·5	18·4	N.A.
EEC	3·4	4·1	4·9	6·5	N.A.	21·3	27·9	32·7	38·2	23·3	24·7	32·0	37·6	44·7	N.A.
Dairy products and eggs (Div. 02):															
Total	5·4	4·9	9·7	12·3	6·8	99·0	119·4	113·1	114·5	61·1	104·4	124·3	122·8	126·8	67·9
to United Kingdom	0·0	0·1	0·2	0·4	N.A.	9·0	10·8	7·2	8·1	5·4	9·0	10·9	7·4	8·5	N.A.
EEC	4·1	4·1	7·1	9·0	N.A.	55·7	69·3	61·4	58·8	29·3	59·8	73·4	68·5	67·8	N.A.
Fruit and vegetables (Div. 05):															
Total	16·3	14·0	15·4	24·4	14·6	61·3	72·6	80·0	95·5	58·0	77·8	86·6	95·4	119·9	72·6
to United Kingdom	4·6	3·4	2·3	2·7	N.A.	17·6	15·8	15·0	17·2	13·1	22·2	19·2	17·3	19·9	N.A.
EEC	8·5	8·4	11·1	17·6	N.A.	32·7	45·4	51·0	62·2	35·7	41·2	53·8	62·1	79·8	N.A.
Beverages and tobacco (Section 1)															
Total	3·2	3·9	6·4	7·9	4·6	13·6	13·8	18·4	19·3	9·5	16·8	17·7	24·8	27·2	14·1
to United Kingdom	0·1	0·1	0·1	0·1	N.A.	2·4	1·6	1·9	1·7	0·7	2·5	1·7	2·0	1·8	N.A.
EEC	2·8	3·4	6·0	7·4	N.A.	2·8	3·3	6·6	7·8	4·1	5·6	6·7	12·6	15·2	N.A.
Crude materials, inedible, except fuels (Section 2)															
Total	61·3	73·9	109·1	117·6	61·8	72·7	84·4	116·9	120·7	58·2	134·0	158·3	226·0	238·3	120·0
to United Kingdom	5·8	6·9	10·6	12·9	N.A.	8·6	10·4	12·5	14·1	5·2	14·4	17·3	23·1	27·0	N.A.

£ million (f.o.b.)

DESCRIPTION AND S.I.T.C. CLASSIFICATION	BELGO-LUXEMBOURG					NETHERLANDS					BENELUX				
	1958	1959	1961	1962	1963 (1st half)	1958	1959	1961	1962	1963 (1st half)	1958	1959	1961	1962	1963 (1st half)
EEC	37·5	47·3	65·6	72·6	N.A.	39·2	45·3	64·5	70·9	36·3	76·7	92·6	130·1	143·5	N.A.
of which:															
Wool and other animal hair (Group 262):															
Total	22·2	28·2	30·5	33·6	18·2	3·3	4·9	4·8	4·8	3·3	25·5	33·1	35·3	38·4	21·5
to United Kingdom	1·1	1·4	0·8	1·0	N.A.	0·0	0·2	0·2	0·2	0·1	1·1	1·6	1·0	1·2	N.A.
EEC	13·3	18·5	19·8	23·5	N.A.	1·6	2·3	3·1	2·9	2·2	14·9	20·8	22·9	26·4	N.A.
Mineral fuels, lubricants and related materials (Section 3)															
Total	68·1	61·4	56·3	59·1	34·7	151·1	138·4	183·3	193·1	88·1	219·2	199·8	239·6	252·2	122·8
to United Kingdom	6·3	3·0	1·3	1·7	N.A.	29·0	21·4	23·1	28·4	11·5	35·3	24·4	24·4	30·1	N.A.
EEC	42·9	36·9	32·5	34·5	N.A.	53·4	59·2	77·8	88·3	47·9	96·3	96·1	110·3	122·8	N.A.
of which:															
Coal, coke and briquettes (Group 321):															
Total	29·9	19·3	19·2	19·1	9·4	24·5	28·0	35·5	34·0	18·7	54·4	47·3	54·7	53·1	28·1
to United Kingdom	5·0	0·0	0·0	0·0	N.A.	0·0	0·0	0·0	0·0	N.A.	5·0	0·0	0·0	0·0	N.A.
EEC	20·8	15·3	15·3	14·9	N.A.	18·3	23·3	31·9	30·7	17·1	39·1	38·6	47·2	45·6	N.A.
Petroleum products (Group 332):															
Total	37·6	42·0	37·0	40·0	24·9	126·5	110·2	144·8	155·4	67·5	164·1	152·2	181·8	195·4	92·4
to United Kingdom	1·3	2·2	1·3	1·7	N.A.	28·9	21·4	23·1	28·4	11·5	30·2	23·6	24·4	30·1	N.A.
EEC	21·4	21·4	17·3	19·6	N.A.	35·0	35·7	43·1	54·2	28·9	56·4	57·1	60·4	73·8	N.A.
Animal and vegetable oils and fats (Section 4)															
Total	4·8	4·6	4·9	4·9	2·2	15·2	16·1	15·7	18·0	8·3	20·0	20·7	20·6	22·9	10·5
to United Kingdom	0·1	0·0	0·0	0·0	N.A.	0·5	0·3	0·5	0·3	0·1	0·6	0·3	0·5	0·3	N.A.
EEC	2·2	2·2	3·4	3·3	N.A.	4·9	5·6	6·8	6·9	3·5	7·1	7·8	10·2	10·2	N.A.
Chemicals (Section 5)															
Total	82·7	92·2	89·0	90·0	46·4	97·3	113·8	134·8	145·5	78·5	180·0	206·0	223·8	235·5	124·9
to United Kingdom	6·0	8·0	5·0	5·9	N.A.	7·3	7·8	7·6	8·3	4·5	13·3	15·8	12·6	14·2	N.A.
EEC	23·3	26·4	32·7	38·3	N.A.	29·1	36·3	46·0	52·6	30·1	52·4	62·7	78·7	90·9	N.A.
of which:															
Chemical elements and compounds (Div. 51):															
Total	14·1	22·3	23·9	21·4	11·6	24·0	29·6	39·4	42·9	23·7	38·1	51·9	63·3	64·3	35·3
to United Kingdom	0·3	0·6	0·5	0·9	N.A.	1·0	1·5	2·4	2·2	1·4	1·3	2·1	2·9	3·1	N.A.
EEC	5·8	7·1	11·1	10·1	N.A.	7·8	11·9	14·5	16·3	9·2	13·6	19·0	25·6	26·4	N.A.
Manufactured fertilizers (Div. 56):															
Total	47·4	47·1	36·8	36·9	19·4	19·2	19·4	17·6	18·4	9·2	66·6	66·5	54·4	55·3	28·6
to United Kingdom	4·6	6·3	3·0	3·8	N.A.	0·0	0·0	0·0	1·2	N.A.	4·6	6·3	3·0	5·0	N.A.
EEC	8·8	9·6	8·1	11·9	N.A.	0·0	0·0	2·1	2·2	1·4	8·8	9·6	10·2	14·1	N.A.
Manufactured goods classified chiefly by material (Section 6)															
Total	588·3	656·1	749·4	803·5	409·4	238·0	267·7	301·7	299·6	161·7	826·3	923·8	1,051·1	1,103·1	571·1
to United Kingdom	24·5	26·3	30·3	31·6	N.A.	17·5	19·2	19·7	18·2	9·1	42·0	45·5	50·0	49·8	N.A.
EEC	239·7	276·8	375·5	428·8	N.A.	102·9	123·6	151·3	159·2	93·4	342·6	400·4	526·8	588·0	N.A.
of which:															
Paper, paperboard, pulp and paper manufactures (Div. 64):															
Total	9·6	10·6	16·3	18·9	9·6	14·8	20·8	25·9	26·8	14·9	24·4	31·4	42·2	45·7	24·5
to United Kingdom	0·5	0·2	0·0	0·2	N.A.	3·1	3·3	4·2	3·2	1·6	3·6	3·5	4·2	3·4	N.A.
EEC	7·4	8·0	12·8	14·4	N.A.	8·6	12·6	16·6	18·1	10·5	16·0	20·6	29·4	32·5	N.A.
Textile yarn and thread (Group 651):															
Total	33·5	38·6	40·5	54·0	28·1	22·0	27·6	31·6	32·7	18·0	55·5	66·2	72·1	86·7	46·1
to United Kingdom	0·5	0·8	4·5	1·1	N.A.	0·7	0·0	0·5	0·3	0·3	1·2	0·8	5·0	1·4	N.A.
EEC	24·0	28·1	25·9	41·4	N.A.	8·5	10·8	15·1	17·7	10·8	32·5	38·9	41·0	59·1	N.A.
Cotton fabrics (Group 652):															
Total	14·8	15·9	21·7	22·7	11·8	27·8	29·5	33·0	31·4	14·6	42·6	45·4	54·7	54·1	26·4
to United Kingdom	3·6	4·2	4·9	4·7	N.A.	1·3	1·3	2·5	2·5	1·2	4·9	5·5	7·4	7·2	N.A.
EEC	5·5	6·2	9·2	9·6	N.A.	6·8	8·4	9·8	10·1	5·9	12·3	14·6	19·0	19·7	N.A.
Textiles other than cotton (Group 653):															
Total	27·2	31·1	40·5	48·9	26·0	19·1	20·7	25·9	29·6	16·7	46·3	51·8	66·4	78·5	42·7
to United Kingdom	3·3	4·0	4·6	4·9	N.A.	0·6	0·8	0·9	0·8	N.A.	3·9	4·8	5·5	5·7	N.A.
EEC	13·6	15·5	25·9	31·9	N.A.	9·9	11·0	16·4	18·7	11·4	23·5	26·5	42·3	50·6	N.A.
Precious and semi-precious stones (Group 667):															
Total	46·8	60·2	50·8	54·6	29·8	9·2	13·7	10·0	6·5	2·7	56·0	73·9	60·8	61·1	32·5
to United Kingdom	4·8	0·1	4·9	5·6	N.A.	N.A.	0·0	0·0	0·0	N.A.	N.A.	0·1	4·9	5·6	N.A.
EEC	10·1	10·9	8·7	10·6	N.A.	3·6	5·2	4·9	3·0	1·4	13·7	16·1	13·6	13·6	N.A.
Iron and steel (Div. 67):															
Total	264·9	268·4	304·6	315·5	155·9	47·0	52·8	62·6	61·6	37·3	311·9	321·2	367·2	377·1	193·2
to United Kingdom	3·5	1·3	N.A.	N.A.	N.A.	7·9	9·3	7·6	7·5	4·2	11·4	10·6	N.A.	N.A.	N.A.
EEC	132·0	106·5	136·6	159·2	N.A.	20·9	22·8	25·3	26·1	18·3	152·9	129·3	161·9	185·3	N.A.
Non-ferrous metals (Div. 68):															
Total	74·2	91·7	111·3	113·4	60·9	31·0	31·1	25·0	18·8	9·6	105·2	122·8	136·3	132·2	70·5
to United Kingdom	2·3	2·8	2·6	2·3	N.A.	1·1	1·3	0·9	0·8	0·4	3·4	4·1	3·5	3·1	N.A.
EEC	38·5	47·2	69·5	70·3	N.A.	13·2	17·1	16·3	11·8	6·5	51·7	64·3	85·8	82·1	N.A.

(*Continued on next page*)

An Introduction to The Netherlands Market

by E. A. Midgley, MBE, Counsellor (Commercial), British Embassy, The Hague

THE NETHERLANDS, though only one-and-a-half times the size of Wales, is our third largest customer and our second largest supplier in Europe. It is the most densely populated country in the world. The population, now twelve million, is rising at the rate of 1.4 per cent. per annum. But its great importance as a market, for us and others, is due primarily to the fact that the Netherlands is a great trading nation by world standards. The Dutch earn about 40 per cent of their national income by foreign trade.

It follows that the market is very competitive. It is within easy reach of Germany, its biggest supplier, and, in the absence of a tariff on manufactures, offers the advantages of a domestic market to Belgium and Luxembourg, its partners in the Benelux Economic Union.

But the British point of view is well understood in the Netherlands. Also English is widely spoken. For those who wish to do business, the Dutch are easy to do business with. They are expert traders and reliable trading partners. The great Anglo-Dutch groups, Shell and Unilever, are a striking example of the possibilities for co-operation between two great trading countries.

The Netherlands is compact and homogeneous. Communications

(*Continued from previous page*)

£ million (f.o.b.)

DESCRIPTION AND S.I.T.C. CLASSIFICATION	BELGO-LUXEMBOURG					NETHERLANDS					BENELUX				
	1958	1959	1961	1962	1963 (1st half)	1958	1959	1961	1962	1963 (1st half)	1958	1959	1961	1962	1963 (1st half)
Machinery and transport equipment (Section 7)															
Total	152·5	152·5	212·8	253·3	146·1	191·8	229·0	304·6	339·0	175·6	344·3	381·5	517·4	592·3	321·7
to United Kingdom	8·5	14·9	13·6	10·7	N.A.	10·6	16·4	24·6	36·2	14·0	19·1	31·3	38·2	46·9	N.A.
EEC	76·6	78·4	125·3	161·8	N.A.	66·9	73·4	121·0	136·8	78·1	143·5	151·8	246·3	298·6	N.A.
of which:															
Road motor vehicles (Group 732):															
Total	24·7	31·5	48·0	63·1	36·3	7·2	9·0	14·8	14·9	8·8	31·9	40·5	62·8	78·0	45·1
to United Kingdom	0·3	0·2	0·6	3·2	N.A.	0·0	0·2	0·1	0·2	0·0	0·3	0·4	0·7	3·4	N.A.
EEC	18·7	24·3	39·9	48·5	N.A.	5·0	6·0	10·6	10·3	5·8	23·7	30·3	50·5	58·8	N.A.
Power generating machinery, other than electric (Group 711):															
Total	14·1	11·5	15·0	18·5	7·3	11·5	13·8	12·2	13·2	7·0	25·6	25·3	27·2	31·7	14·3
to United Kingdom	0·2	1·3	0·4	0·6	N.A.	1·0	1·2	1·2	1·3	0·9	1·2	2·5	1·6	1·9	N.A.
EEC	11·3	8·2	7·0	13·8	N.A.	3·8	6·3	4·0	6·0	3·3	15·1	14·5	11·0	19·8	N.A.
Electric power machinery and switchgear (Group 722):															
Total	11·2	8·8	12·1	13·2	7·1	3·7	6·5	12·6	14·4	7·9	14·9	15·3	24·7	27·6	15·0
to United Kingdom	0·1	0·0	0·1	0·0	N.A.	0·1	0·2	0·6	0·7	0·5	0·2	0·2	0·7	0·7	N.A.
EEC	3·6	3·9	6·7	8·1	N.A.	1·9	3·2	7·0	8·5	4·8	5·5	7·1	13·7	16·6	N.A.
Ships and boats (Group 735):															
Total	17·5	15·6	20·2	12·4	2·1	38·6	47·8	46·4	53·9	18·0	56·1	63·4	66·6	66·3	20·1
to United Kingdom	14·3	6·3	5·3	—	N.A.	1·2	3·0	8·9	19·5	4·2	5·5	9·3	14·2	19·5	N.A.
EEC	2·6	1·4	5·7	3·9	N.A.	7·2	4·3	10·3	8·3	2·8	9·8	5·7	16·0	12·2	N.A.
Miscellaneous manufactured articles (Section 8)															
Total	51·3	57·4	82·1	98·9	53·1	52·1	61·0	80·3	89·9	46·1	103·4	118·4	162·4	188·8	99·2
to United Kingdom	3·3	4·8	6·9	7·6	N.A.	4·1	6·1	8·0	9·5	4·8	7·4	10·9	14·9	17·1	N.A.
EEC	30·2	33·0	53·8	65·9	N.A.	28·8	34·3	46·4	51·6	27·5	59·0	67·3	100·2	117·5	N.A.
of which:															
Clothing (Div. 84):															
Total	15·1	16·1	25·3	28·9	16·1	12·9	14·0	18·6	20·4	10·3	28·0	30·1	43·9	49·3	26·4
to United Kingdom	0·9	1·2	1·8	1·8	N.A.	1·0	0·6	1·0	1·1	0·4	1·9	1·8	2·8	2·9	N.A.
EEC	13·0	12·5	20·7	23·4	N.A.	9·1	9·7	13·6	14·8	7·8	22·1	22·2	34·3	38·2	N.A.
Commodities and transactions not classified according to kind (Section 9)															
Total	26·6	24·9	34·4	36·5	18·5	11·7	12·5	13·5	17·5	9·0	38·3	37·4	47·9	54·0	27·5
to United Kingdom	0·5	0·3	1·6	1·9	N.A.	0·2	0·4	0·3	0·4	0·2	0·7	0·7	1·9	2·3	N.A.
EEC	8·1	7·3	11·5	14·0	N.A.	1·8	2·0	2·5	3·1	1·6	9·9	9·3	14·0	17·1	N.A.
TOTAL TRADE	1,090·2	1,177·8	1,405·5	1,551·6	831·1	1,149·0	1,288·0	1,538·2	1,637·4	854·4	2,239·2	2,465·8	2,943·7	3,189·0	1,685·5
to United Kingdom	62·2	69·6	74·0	77·6	48·6	136·7	138·2	153·1	173·1	84·5	198·9	207·8	227·1	250·7	133·1
EEC	491·9	544·3	748·2	882·2	503·3	477·4	570·4	732·4	805·8	443·4	969·3	1,114·7	1,480·6	1,688·0	946·7

N.A. Not available.

Note: From 1960 The Netherlands withheld direction detail for the export and import of certain goods: as a consequence there might be some inconsistencies between the figures for 1958 and 1959 and those for the later periods in the reported figures for trade with the EEC and the U.K.

Sources: OECD Foreign Trade Statistics – Series B and Series C supplemented by United Nations Commodity Trade Statistics and National Trade Statistics.

by rail, road and canal are excellent. The port of Rotterdam, the most important port of entry into the Continent as a whole, is now, in tonnage of goods handled, the largest port in the world. Amsterdam, a non-tidal port, offers excellent facilities and is slowly growing in size.

Though 23 per cent. of Dutch exports consists of agricultural goods, the Netherlands is now predominantly an industrial country. Only ten out of every hundred Dutchmen employed work on the land. In addition to Shell and Unilever, there are two groups of international importance, Philips and AKU (man-made fibres). Hoogovens is an important steel producer (responsible for most of the steel production of 2 million tons per annum). The Dutch chemical industry is growing fast and already has an annual turnover of £350 million. Dutch shipyards launched 523,000 tons in 1962.

The Dutch engineering industry manufactures marine engines, pumping equipment, dockyard cranes, railway rolling stock, chemical and food processing plant and many specialised products. The DAF works makes heavy trucks and a small motor car. The textile and printing industries are highly efficient and there are important clothing and footwear industries. Natural gas, recently discovered in very large quantities in the province of Groningen in the north-east of the Netherlands, will provide the raw material for a whole new group of industries.

But the Dutch have never aimed at self-sufficiency. Their growing industry represents a growing demand for capital goods – machine tools, scientific and electronic equipment – which must be supplied from abroad. Their domestic industries cannot cope with the growing size and variety of demand for consumer goods stimulated by a steady rise in the general standard of living. Dutch agriculture is being rapidly mechanised and is mainly supplied by imported machinery.

The Netherlands balance of payments is healthy, industrial relations are excellent, and economic growth has been achieved without inflation. In short this is a sound and growing market on our doorstep which should always be specially attractive to British exporters.

Though the market is very competitive we have increased our share in Netherlands imports over a period when preference margins have been widening against us and in favour of our trade rivals in the Common Market. There is no reason why we should not continue to surmount the tariff barrier.

The Netherlands will take its full share in the increasing prosperity of the Common Market countries. There is no lack of goodwill for Britain and our products are already well known in the Netherlands. There is every chance, therefore, for those who already have a foot in the market to increase their stake. Moreover, there will be many opportunities in the future for the enterprising newcomer.

The Prospects for British Exporters in The Netherlands

by E. A. Midgley, MBE, Counsellor (Commercial), British Embassy, The Hague

BRITISH EXPORTS to the Netherlands rose by 30 per cent between 1960 and 1962 and are now running at well over £150 million per year. In the first half of 1963 they were valued at £86 million, 17 per cent more than in the first half of 1962. Thus the Netherlands contributes well over half of our trade with the Benelux Union, next to the United States our biggest market in the world. Reckoned per head, the Dutch are buying more than £13 worth of British goods every year.

Considering that we are only the fourth biggest supplier in the Dutch market and have less than one-third of the share in Dutch imports enjoyed by our major competitor, West Germany, this is a high figure. It reflects the overwhelming importance of foreign trade to the Dutch economy. The Dutch depend, even more than we do ourselves, on trade. Their special problem is to expand their exports in step with their growing imports. In this they have been successful. The balance of payments is slightly in surplus and the Dutch economy, both internally and externally, is soundly based.

A switchboard, manufactured by South Wales Switchgear Ltd., for the Europort Refinery, Rotterdam.

Since 1958, the country has passed through a phase of remarkable expansion. In 1956 and 1957 gross investment by private enterprise had reached more than 16 per cent of the gross national product. In consequence, industrial production increased by 9 per cent in 1959 and 11.6 per cent in 1960. Much of this increase was due to growth in overall productivity of the order of 12.5 per cent in the two years. The rate of increase went down in 1961 to 2.3 per cent but recovered in 1962 to 3.8 per cent. The figure has risen even faster in the first half of this year and a steady growth in industrial production is expected in 1963.

The country's main problem, by contrast with our recent experience in Britain, has been a shortage of manpower. For some years unemployment has stood at round about 0.6 per cent or less of the total working population. In consequence, there has been a marked increase in the demand for capital goods and steady pressure on wage ceilings. The economy has not, however, been allowed to get out of hand. Industrial relations are excellent. Wages and salaries in the Netherlands, still below the general Common Market level, have been rising but without much inflation. The price index in May 1963 was only five points above the average for 1960. This means that there has been a steady increase in real purchasing power.

This has been reflected in overseas trade and the greater part of our success in increasing exports to the Netherlands in recent years is due to the fact that the market is growing fast. As will be seen from the figures on page 24 we export a wide variety of goods,

mainly manufactures, to the Netherlands. Our trade is thus soundly based and has grown in step with growing prosperity and growing demand for imported, as well as home produced, goods.

Imports from Britain increase

This is not the whole story. It is encouraging to notice that Netherlands imports from Britain have, since 1960, increased rather faster than imports from the world in general. In fact our share in this great import market has increased from 6.9 per cent in 1960 to 7.3 per cent in the first half of this year.

Taking manufactures alone our performance is better than the figure for our over-all share in the trade of 7.3 per cent. would suggest. We already supply nearly 15 per cent of Dutch imports of non-electrical machinery and, within this sector, over 28 per cent of agricultural machinery. Furthermore 13.8 per cent of the motor cars registered in the Netherlands in the first six months of 1963 came from Britain. We also do specially well in a range of consumer goods. Over 13 per cent of imports of perfumery and toilet preparations, almost 13 per cent of drugs and medicines, and nearly 11 per cent of scientific instruments are imported from Britain.

Enterprise in a number of fields has paid off handsomely. For instance, the value of British earth-moving equipment exported to Holland increased by 80 per cent between 1960 and 1962 and the value of electronic equipment by 89 per cent. In the same period exports of perfumery and toilet preparations rose by 45 per cent, of drugs and medicines by 31 per cent and of scientific instruments by 33 per cent.

Senior salesmen achieve success

It is impossible to demonstrate statistically the influences which have contributed to our increasing share in Dutch imports over the last two or three years. Our prices are, on the whole competitive. There is evidence that our ability to stick to firm delivery dates has improved. But goods do not sell themselves. The most likely explanation seems to be that British salesmen, stimulated by the prospect of accession to the EEC, have been paying more attention to the market. It is certainly the impression of the Commercial Department in the British Embassy at The Hague that the flow of serious salesmen to the Netherlands has increased in the last two or three years. If this is how goods are sold everywhere in the world, it is especially true of the Netherlands. The Dutch are keen to do business, they are keen to do business with Britain for whom they have goodwill and they like to do business face to face.

What are the prospects for the future? Undeniably after the interruption in Britain's negotiations to enter the Common Market, we will be facing tougher price competition. Against this should be set the following facts:

1. The Netherlands, as a great trading country, has always pursued an outward-looking commercial policy.
2. Trade between our two countries is running at a high level with a balance in favour of the Netherlands; there is thus every incentive for the Netherlands to continue to buy from us and every readiness to trade with us.
3. Demand for imports should continue to grow with the growing prosperity of the Netherlands within the Community.
4. Even over a period when EEC preference margins have been widening against us, we have actually increased our share in the market.
5. The rise in manufacturing costs in the Netherlands and in competing Common Market countries should make it easier for us to keep our costs in line.
6. It should also mean, in terms of rising wages, more spending power to buy imported specialities and the capital goods needed to manufacture them locally.

In short, there is a growing market here for us to exploit. The extent to which we do exploit it will depend, as much as anything on the readiness of British exporters to come out and fight for business.

It pays to give careful thought to sales organization and representation in the market. The closer the exporter can get to the market, the more successful he is likely to be. Where the exporter has the necessary resources, the establishment of a direct sales office in the Netherlands to supervise and co-operate with the local agent is strongly recommended (see page 45). There is plenty of evidence to show that the best business is done when principals and agents work in close co-operation. It is most important to pay regular visits to an agent once appointed to discuss with him sales campaigns, advertising, modifications of the product to suit the market and to take note of his views. For information on the selection of an agent see the article on page 37.

The Commercial Department of the Embassy will do everything possible to put British exporters in touch with the market but preliminary introductions must be followed up and maintained by personal contact if the market is to be properly exploited. The Netherlands offers a market which is worth exploiting.

Mr.' Midgley has been appointed Senior Trade Commissioner in India and has been succeeded as Commercial Counsellor in the Hague by Mr. J. A. Turpin

Netherlands' Exports to Britain

by F. J. Gelderman, Minister Plenipotentiary (Economic Affairs), Royal Netherlands Embassy, London

THE MOST ELOQUENT illustration of the importance of the trade relations of the Netherlands with the United Kingdom is shown by the fact that Britain ranks at present third amongst her customers and fourth amongst her suppliers. Netherlands' exports to the United Kingdom amounted during the last few years to about 10-11 per cent of her total exports, whereas imports from Britain constituted about 7 per cent of total imports.

Vice-versa, the relative importance for Britain of trade with the Netherlands, though less, is also remarkable. As a supplier of goods to the United Kingdom, the Netherlands moved in 1962 from fourth to third place, after the United States of America and Canada. Her imports into the United Kingdom constitute about 4 per cent of total British imports. As a buyer of British goods, the Netherlands have ranked fourth or fifth in the last few years, taking up about 3·5 per cent of the total exports of the United Kingdom.

The balance of trade shows traditionally a surplus for the Netherlands, thus making up for her deficit on invisible account.

The pattern of Dutch exports to the United Kingdom had already changed since the beginning of the present century. The industrial basis of the Netherlands broadened gradually and with it trade between the two countries began to develop more and more from an exchange of British industrial goods for Dutch agricultural

products into an exchange of speciality products.

The years after 1950 saw the complete and definite transformation of the economic structure of the Netherlands. The traditional image of a country earning its living mainly by its farm produce and from trade, tenacious as it sometimes still may be, can certainly find no real basis in the actual situation any more. In fact, the Netherlands now belongs to the most highly industrialized countries in the world, manufacturing and exporting goods of almost every category, from the more traditional ones to the latest which modern science and technology have been able to develop.

More people in industry

Of the working population, only about 10 per cent is still engaged in agriculture. This percentage continues to decrease. Though higher than in Britain, it is lower than in most of the other industrial countries. On the other hand, the percentage of the working population, employed in industry, has reached 42 per cent, a level comparable with that prevailing elsewhere in the industrialized world, but not yet as high as in the United Kingdom. Thus, the contribution which industry in the Netherlands makes towards the gross national product amounts to almost 43 per cent, agriculture providing for about 10 per cent. Manufactures of metals alone account for about 32 per cent of the total value of production of her industry.

This second industrial revolution in the Netherlands is born of necessity. An adequate living standard and possibilities of employment had to be provided for a population which continued to grow rapidly. The problems presented a particular aspect in so far as the country, owing to its lack of sufficient natural resources, depends to a far larger extent than any other country on exports in order to enable it to pay for its necessary imports. Foreign trade in the Netherlands represents 76·9 per cent of the gross national product, of which about 36·2 per cent relates to exports. For Britain, for example, the comparable figures are 32·6 per cent and 14·6 per cent.

Not only the quantity, but also the range of goods which the Netherlands could offer for export, had therefore to be enlarged. Government and industry have shown to be able to cope with this task, notwithstanding the fact that many of the new products had to face competition from other countries with industries that had already an established reputation in these fields.

This is not the place to dwell at length upon the development of specific branches of industry in the Netherlands. By way of illustration, the chemical sector may be mentioned, where the development has been most spectacular. Before 1940 the production of the chemical industry in the Netherlands showed only relatively modest figures.

Actually, it has leapt to fifth place in chemical production in Europe and to tenth place in the world. Furthermore, the metal-working industry presents an example of a remarkable growth. The increase of its output in 1960, compared with 1950, has been fourfold, whereas the general increase in Europe has not been more than double. As a supplier of engineering products to the United Kingdom, the Netherlands ranks third after Germany and the United States of America.

Rise in total exports

The shift to industry in the Netherlands' economic structure is not to the same extent reflected in her export pattern. The agricultural element still constitutes a large part thereof. This applies in particular to exports to the large industrial areas of Western Germany and Great Britain where Dutch agriculture has for a long time supplied the food which they especially require. Nevertheless, in a general way, the trend which the development of the internal economic structure shows, can also be traced in exports. The share of agricultural products in the total exports of the Netherlands decreased from 39 per cent in 1950 to 28 per cent in 1960.

Total Netherlands exports between 1950 and 1962 increased by 214 per cent and reached an amount of about £1,800 million. Exports to the United Kingdom in the same period moved upwards by 123 per cent.

The more rapid rise of total exports can partly be explained by the effects of the Benelux agreements, the vigorous economic development of the Federal Republic of Germany and the entry into force of the Treaty of Rome, all leading to an increasing orientation of Dutch trade towards Netherlands' partners on the Continent.

Exports of the principal categories of goods by the Netherlands to the United Kingdom since 1958 are shown in the table of statistics printed on page 26.

In the main, these statistics reflect the factors determining the exports of the Netherlands, described above.

In the trade with Britain a decline in the share of agricultural products in total imports from the Netherlands does not yet appear from the figures. It remains high at a level of about 45 per cent during the four-year period between 1959 and 1962. In this sector exports of meat and meat preparations and of fruits and vegetables attain very high figures. Together they represent about half of it and roughly 22 per cent of total exports. But important also are the groups which include other specialities of Dutch agricultural production, like cheese, bulbs, plants and flowers.

In the industrial sector there are important exports of petroleum and petroleum products. They present a particular character in so far as the trade in these products between the two countries is almost entirely in the hands of a small number of international companies operating in the field of oil refining and production.

Ships and boats are difficult to fit in the normal pattern of trade as the delivery of even one single ship may completely change the export figures of a particular year.

The influence of the industrial development of the Netherlands during the last decade can be traced in the figures of some of the other groups. The increase in exports of machinery is particularly evident.

On the whole it appears that the United Kingdom continues to provide for the Netherlands one of the most important markets for her goods. This applies to the sector of agriculture, where Britain is the biggest single buyer of food in the world, as well as to the industrial sector, where the development of modern technology offers increasing possibilities for the exchange of goods. On the other hand, the significance of the Netherlands as an important supplier to the United Kingdom can further increase.

The already existing links between commerce and industry in the two countries will play their role in the further development of Dutch exports to Britain. They are manifold, ranging from the relations between companies of the giant Anglo-Dutch concerns to those between firms and their representatives in the other country. They can be strengthened and new links can be established by sales campaigns and the participation of Dutch firms in British trade fairs or the visits of British importers to fairs and exhibitions in the Netherlands.

In London, assistance can be given to British importers and Dutch exporters seeking information or advice by the Netherlands Chamber of Commerce in the United Kingdom, as well as by the economic section of the Netherlands Embassy.

Belgium and Luxembourg: The Opportunities for British Trade

by J. R. Wraight, CMG, Counsellor (Commercial), British Embassies, Brussels and Luxembourg

BELGIUM AND LUXEMBOURG form a densely populated and highly industrialized territory of an economic importance far out of proportion to its small area. Together they offer a market of over nine and a half million people inhabiting an area of less than thirteen thousand square miles. The standards of living are high and rising, and the market is sophisticated and keenly competitive. Both countries are trading countries *par excellence*. One third of the Belgian national revenue comes from foreign trade. Moreover, Belgium and Luxembourg export per head twice as much as does the United Kingdom.

The Belgo-Luxembourg Economic Union's balance of payments is in a healthy state. The small adverse balance on visible trade is covered by invisible exports and, increasingly in recent years, by foreign capital investment. In 1959, the Belgian Government introduced legislation to encourage a higher level of industrial investment and, in 1962, a four-year programme of economic expansion was launched. It envisages an average rate of growth in the gross national product of some 4 per cent a year. The object is not only to speed up development but also to reduce Belgium's over-dependence on some of the older industries.

The Belgo-Luxembourg Economic Union has a good network of internal communications and easy access by rail, road, air and sea to its trading neighbours and to more distant markets. Antwerp, about 55 miles from the sea on the Scheldt estuary, is one of the largest and busiest ports in the world and handles 80 per cent of the Union's foreign trade by sea and inland waterways. Ghent is an industrial port of growing importance. Liège and Luxembourg are on main lines of communication to the east and south. Within a 250-mile radius from Brussels lies Europe's most highly industrialized zone. The progressive opening of Belgium's and Luxembourg's frontiers to trade with the other countries in the Common Market has been to the great benefit of the Belgo-Luxembourg Economic Union. Demand at home may have been rather lower than in some neighbouring countries, but it is the rapid increase in Belgian exports to the other members of the 'Six' which is now providing the main expansionary force in the Union's economy.

It is in this light that we should look at the Belgium and Luxembourg market. For while an expected growth in Belgium's gross national product of 4 per cent a year may not be particularly impressive compared to prospective rates in, say, Germany or Italy (though it is as high as the projected United Kingdom rate of expansion), Belgian imports, and exports, are expected to rise at nearly twice this rate, i.e. by some 8 per cent a year.

Britain's share of this market is in fact higher than her share of any other market in the European Economic Community, and Belgium and Luxembourg are surpassed only by the Netherlands as the largest purchasers per head of United Kingdom goods among the 'Six'. After a setback in 1958, the United Kingdom has steadily increased her exports to Belgium and Luxembourg, not only by value but also by share of the market. The United Kingdom Trade and Navigation returns do not include figures for the rather specialized diamond trade, for which Antwerp is the major European processing centre (though in fact the volume of United Kingdom diamond exports to Belgium totals roughly £30 million a year). Omitting this trade, exports in 1960 were £65 million. In 1962 they were some £93 million, representing about 8 per cent of the Union's total imports. So far in 1963, United Kingdom exports have been running at an annual rate of £100 million.

These results show that the much-quoted Common Market tariff preferences have not deterred British manufacturers from making efforts to improve their performance in the Belgo-Luxembourg market and that these efforts have met with deserved success. In fact, over a wide range of manufactured products the Belgo-Luxembourg schedule of import duties in 1959, when the 'Six' began to put into effect their tariff changes, was close to the arithmetical mean of the tariffs of the 'Six', which with certain reservations forms the basis of the eventual Common External Tariff of the European Economic Community. There have consequently been relatively few categories of British goods which have so far been adversely affected by rises towards the Common External Tariff in the Belgo-Luxembourg schedules of import duties.

Where the Common Market has made, and will continue to make, an impact is in giving Germany, France and Italy an increasingly more favourable competitive position by successive reductions of tariffs on intra-community trade. These reductions have now reached the stage of a 60 per cent cut in the pre-1959 rates of duty on manfactured goods. Thus, in the context of the Belgo-Luxembourg Union's membership of the Common Market the challenge facing British exporters will be not so much an absolute raising of the Union's tariff barrier against their goods (although there are some notable exceptions to this generalization) as increasingly stiff competition from French, German and Italian products.

Exporters new to the market will want to know how this general situation is likely to affect them specifically. There is no simple answer. There are few products made in the United Kingdom which Belgium and Luxembourg cannot buy from elsewhere, if they do not make similar goods themselves. But it may be useful to look at which United Kingdom exports to Belgium and Luxembourg have done well in recent years.

Since 1958, United Kingdom exports of road vehicles to Belgium have gone up by nearly 180 per cent and the rise in British car sales last year (about 25 per cent) probably exceeded the rate of the market's total expansion. Machinery exports have risen by a half, against a total increase in machinery imports of some two-thirds, while exports of chemicals have increased by one-third, well matching the total rise of Belgium's imports of chemicals generally.

Even sharper rises were made in copper (which was a special and somewhat exceptional case), petroleum and products, whisky, machine tools, earth-moving machinery, plastics materials, printing machinery, paper and board, and agricultural machinery, sales of all of which doubled in value. Exports which have shown a rather slower rate of growth include scientific instruments, woollen fabrics, office machinery, hand tools, fish and fish preparations, pharmaceuticals and air conditioning and refrigerating equipment. Exports which have shown a fairly consistent decline include leather and leather goods, perfumery, cotton manufactures, wool tops and domestic refrigerators. Over a wide range of other products, Britain's export performance has been static.

From now on, goods with no special features, in direct competition with similar products from Common Market countries, are liable to find the going a good deal harder, and these will include

some of the items which have shown the biggest increases in the last year or two. But the chances are that products which have proved themselves in this market by a consistent record of steady rise over a longer period of, say, eight or nine years, should still do well. Among these are agricultural and horticultural machinery, earth-moving equipment, plastics materials, non-ferrous base metals (apart from copper), paper and board, paints and pigments, mechanical handling equipment, machine tools and petroleum and products. Moreover, specialities should continue to prosper – *inter alia* whisky, sales of which have quintupled in eight years, beer (we now have the biggest share of the import market, and the Belgians are the undisputed world champions at beer drinking), food specialities, electronic equipment, sports cars and other specialized vehicles, high quality woollens, quality china, certain types of ready-made clothing, quality footwear and some kinds of household equipment.

Exports of more types of manufactured goods than formerly, including in particular passenger cars, will doubtless best be made now by means of local assembly or part manufacture in Belgium and Luxembourg. There has already, over the past few years, been a fairly steady flow of United Kingdom investment into Belgium for assembly and manufacturing purposes, and there are signs that this may soon be increased. The local conditions are favourable, as will be seen from the article on investment in the Belgo-Luxembourg Economic Union on page 47.

There is already a large British business community in Belgium, an old-established British Chamber of Commerce and a strong infrastructure of British-owned service industries – shipping, travel and forwarding agents, insurance companies, banks, accountants, surveyors, solicitors, advertising and marketing specialists, and stockbrokers – an infrastructure which has recently grown apace as Brussels had established itself as the 'capital' of the Common Market.

The Belgo-Luxembourg Economic Union is not an easy market. But Belgians and Luxembourgers are very willing to consider British goods, not because they like the British (though there is great goodwill towards Britain) but because they like to buy as economically as they can. The pull towards their neighbours in the Common Market is powerful and will grow more so as the internal tariffs of the Community are progressively eliminated. German imports are firmly entrenched in first place. French fashions, culture and general influences are strong in Brussels and Wallonia. Dutch goods have for some years enjoyed tariff-free entry under Benelux arrangements.

Even so, Belgium is in many ways one of the most attractive markets in the European Economic Community. It is the nearest to the United Kingdom. The fact that it is so small and concentrated yet so competitive makes it an excellent testing ground for sales on the Continent, and a useful base from which to extend operations later to other areas. But it must be fought for. To penetrate it needs hard selling – an energetic and sustained effort. Many United Kingdom firms have done it successfully – some outstandingly well; but the reputation here of some excellent British manufactures is still lower than it should be. And in some products which ought to have, even now, good prospects of success, it is quite plain that some British exporters have not even tried.

Much information on the prospects for individual commodities has been accumulated by the EXPORT SERVICES BRANCH of the Board of Trade as a result of inquiries and surveys made over the years. This background information is constantly being added to and brought up to date by fresh inquiries. While the commercial departments of HM Embassies cannot undertake the kind of detailed, full-scale market studies which are the sphere of professional market research organizations, they can and do provide sufficient information on the prospects for a particular product to enable a manufacturer to assess his chances reasonably accurately.

An application to EXPORT SERVICES BRANCH of the Board of Trade is all that is required to set the process of detailed assessment in motion. This done, the best thing is to come to Belgium and Luxembourg and see for oneself. Last year we had getting on for a thousand British business visitors call at the Embassy in Brussels alone, either for an exchange of views, for market information or for help in contacting local firms and finding local agents. This number was 50 per cent up on the year before. We should welcome twice as many next year.

The BLEU: Main Aspects of Foreign Trade

by C. M. Werck, Commercial Counsellor, Belgian Embassy, London

ALTHOUGH THE KINGDOM of Belgium and the Grand-Duchy of Luxembourg are politically quite independent of each other, they form a single unit for economic purposes: the Belgo-Luxembourg Economic Union (Union Economique Belgo-Luxembourgeoise), which for the sake of brevity we shall refer to in this article as the BLEU. This Union, which was formed as long ago as July 1921, has a total population of 9,565,000, of which 315,000 are in the Grand-Duchy.

The population of the Union is only 0·35 per cent of world total, but its share in world trade is substantially greater, being at present about 3·5 per cent. Over the ten years from 1953 to 1962, the imports of the Union, valued at current prices, rose by more than 80 per cent, and its exports by more than 90 per cent.

Exports per head of population for the BLEU worked out in 1962 at United States $471 per annum. This is all the more striking when we consider that the corresponding figure for the United Kingdom, which relies so largely on foreign trade for its very existence, is United States $200.

Exports from the BLEU are largely concentrated on only five classes of goods, out of the twenty-two main divisions of the Brussels nomenclature. These are: metals and metal manufactures 31·1 per cent, textiles 16·1 per cent, plant and machinery 10·1 per cent, chemicals 6·8 per cent and diamonds 4·9 per cent. These five items together make up no less than 69 per cent of total exports.

In the past, the Union's exports have been largely made up of semi-manufactured and even virtually raw materials, such as pig iron, steel billets, unwrought copper and scutched flax. For some years now great efforts have been made to produce and to market abroad various goods incorporating a higher percentage of workmanship. This campaign has been particularly successful in the

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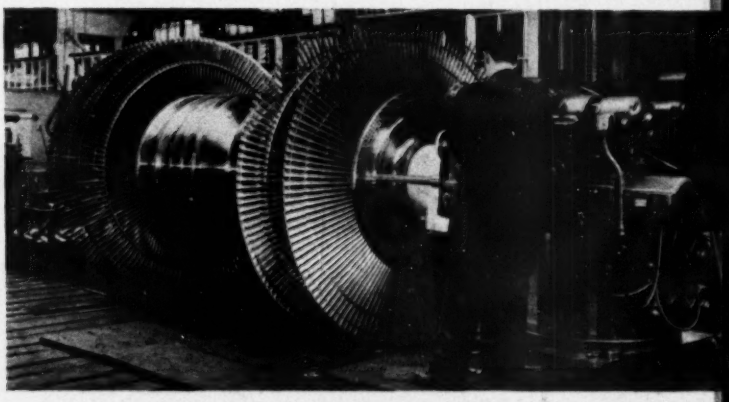

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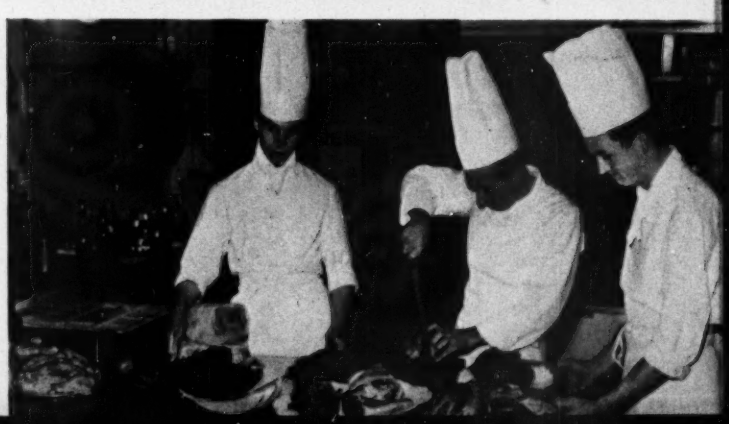

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1 A choice of Sanderson furnishing fabrics and wallpapers is always available at Etablissement Vanderborght Freres S.A., Brussels.

2 Examining a Rodex coat in a Brussels fashion department store.

3 A large rotor for a 105 kV. turbine generator being machined at the Stork and Co., N.V., factory at Hengelo (under licence to AEI).

4 Chefs at the Amigo Hotel, Brussels, preparing dishes which include Scotch beef, English lamb and ham.

5 A Massey-Ferguson 65 Mark 2 tractor in operation near Charleroi.

6 Products of Glaxo Laboratories Ltd., and Allen and Hanburys Ltd., are marketed in the Benelux countries by Glaxo Benelux S.A.

machinery and textile fields.

New outlets for trade

Since the end of the Second World War, the unfortunate division of the world into two ideological camps has not been without its effect on the geographical distribution of the BLEU's exports. More recently, another unfavourable factor has been the decline in the terms of trade of many of the under-developed countries. These two adverse influences were, however, more than outweighed by the constantly increasing measure of free trade between members of OEEC, and later of OECD, and by the setting up of the European Economic Community, all of which provided new outlets for exports.

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Before the war the Netherlands, France, Germany and Italy together took 41 per cent of the BLEU's total exports[1]. Since they became the BLEU's partners in the European Economic Community (Common Market), their share of the Union's exports has risen, and in 1962 reached 57 per cent. Without wishing to exaggerate the extent of this development, we must admit that Eastern Europe, Latin America, Africa and Asia no longer hold the same place among the BLEU's export customers as they did before 1939.

The formation of a Customs Union and later of an Economic Union between Belgium, the Netherlands and Luxembourg (Benelux) has had very favourable effects on exports. In 1938 the Netherlands took only 12 per cent of the BLEU's exports, but their share grew steadily after the war, and reached 22·8 per cent in 1962. The development of trade between the members of Benelux provides undisputed evidence of the benefits to be reaped from adopting complete free trade over a given geographical area.

The United Kingdom ranks fifth among the BLEU's customers. In 1962, the BLEU sold goods to the United Kingdom to a total value of 10,800,000,000 Belgian francs (£77,143,000)[2]. This is equivalent to some 5 per cent of the Union's total exports.

If we examine the full details of the United Kingdom's imports, we find that some quantity at least of Belgian or Luxembourg goods appears under nearly every heading.

However, this apparently wide variety of exports is somewhat deceptive, as the trade is very far from being evenly spread over the whole range of goods. Many items are rather insignificant in amount, whilst four main classes of goods make up more than 50 per cent of total United Kingdom imports from the BLEU. These are: textiles, metals and metal manufactures, chemicals and machinery.

Drop to fifth place

In 1938, the United Kingdom took 13·7 per cent of the BLEU's exports and was our second market, the first place being held by France. Today, as we have already seen, this proportion has fallen to 5 per cent and the United Kingdom has come down to fifth place. This development seems to be due, in part, to various general influences which have been affecting world trade since the war, but also to the formation of Benelux and of the Common Market.

Both certainly opened up new opportunities for the BLEU's exports. In fact, some commentators have gone so far as to suggest that perhaps too much advantage has been taken of these opportunities, and that Belgian manufacturers and exporters are thus taking the line of least resistance, whilst relaxing their efforts to find outlets for their goods in other important markets such as the United Kingdom.

From 1961 to 1962, total exports of the BLEU increased by 10 per cent, but exports to the United Kingdom rose at only half that rate.

Before 1939, the United Kingdom held the sixth place among the BLEU's suppliers, and sent us 7·9 per cent of our total imports.

6

Today the United Kingdom has risen to fifth place, with 8·1 per cent of the Union's imports. It is a remarkable fact that over such a long period, the United Kingdom's share in the Union's imports should be so stable.

The BLEU's trade with the United Kingdom is regularly in deficit. British exports to the Union have been expanding faster than imports from the Union (in fact, these exports doubled between 1950 and 1962), and consequently the deficit tends to increase. In 1962, it reached about 7,500,000,000 Belgian francs (£53,571,000).

We may add that the trade of the BLEU is also in deficit with the sterling area as a whole. In 1962, this deficit amounted to 14,400,000,000 Belgian francs (£102,857,000).

It may be noted that the failure of the Brussels negotiations, in January last, has not had serious effects on trade relations between the BLEU and the United Kingdom. Trade continues to develop favourably in both directions, and during recent months has even shown an exceptional rate of expansion. The rate of economic growth in Belgium remains steady. The latest indications are that the gross national product, at market prices, which increased in volume from 1961 to 1962 by 3·9 per cent, will again increase by approximately 3·5 per cent from 1962 to 1963. Some 40 per cent of Belgian industrial production goes abroad, and growth is only sustained by a continual search for new outlets.

The recent development of the foreign trade of the BLEU shows that Belgian prices are still competitive. Results for the first six months of this year are clearly favourable for most products.

Wage increases in Belgium since December 1961 seem to have been less than in other Continental industrial countries during the same period, where tensions on the labour market arose earlier and were more acute. The labour reserve having shrunk considerably, a shortage of man-power has begun to make itself felt in some industries. As a result, wage increases have occurred or are to be expected, but these adjustments do not seem likely to make Belgian products less competitive.

The foreign trade of the BLEU is developing favourably. During the first seven months of this year, the value of exports exceeded 137,000,000,000 francs (£978,571,000), showing an increase of 8 per cent as compared with 1962.

However, Belgium faces several problems:

(a) a slowing-down has been noted in the rate of expansion of the European Economic Community, which at present takes more than 50 per cent of the BLEU's exports;

(b) investments are tending to decrease, under the influence of reduced profit margins. The fall in demand for capital goods is shown by a certain decrease in new orders placed with the metal-working industries;

(c) in the long run, wages cannot be allowed to outpace productivity if we are to avoid an increase in costs with consequent pressure on prices;

(d) retail prices show a tendency to rise, which is accentuated by the monetary expansion noted during recent months;

(e) the economy of Belgium – and also of Luxembourg – has always shown great sensitivity to world trends like that of some other highly industrialized countries. Consequently, the BLEU must at all costs maintain a favourable competitive position.

The prosperity of Belgium, contained within rather narrow political frontiers, has always been closely linked with freedom of world trade. Our country had developed in a remarkable way up to the first world war, when the freedom, which had marked international economic relations until that time came to an end. Belgium's trade suffered severely from the restrictions which followed the war and the depression of the thirties.

To overcome these difficulties, Belgium felt the need to widen the frontiers which limited her economic and commercial activities, and to offer her people a field of action commensurate with their energies, their spirit of initiative and their capabilities.

Thus, Belgium was led to conclude, in 1921, an economic union with the Grand-Duchy of Luxembourg and to lay, in 1943, the foundation stone of a more ambitious economic edifice, bringing together the three countries of Benelux[3].

For the same reasons, all Belgian Governments have worked untiringly for the economic unity of Europe. As is well known, the European Economic Community, which is one of the means to this end, does not confine its aims to the economic field, but it is by way of economic unity that it hopes to achieve its wider purpose.

Attached to the principle of world free trade both by tradition and legitimate self-interest, Belgium is in favour of every international agreement tending to reduce tariffs and to abolish other obstacles which hinder the free exchange of goods on a world-wide scale. It follows from this that Belgium is anxious for the success of the negotiations which are taking place within the framework of the General Agreement on Tariffs and Trade, following the Trade Expansion Act, and is always ready to co-operate with the various international organizations dealing with world economic problems and those of the developing countries. It also follows that Belgium looks forward to the day when the United Kingdom may enter the Common Market, thus opening for the latter a wider window on the world.

Integration in a vast economic region has brought Belgium to the threshold of important structural changes. It will increase the country's opportunities to develop new types of goods for export, gradually replacing the traditional products, which until now may be said to have been the foundation of Belgium's prosperity.

1. All Belgian statistics of foreign trade strictly relate to the BLEU.
2. 140 frs.=£1.
3. The treaty creating an economic union between Belgium, the Netherlands and Luxembourg, signed in February 1958, came into force on November 1, 1960. Previously, the three countries formed a Customs Union, which dated from January 1, 1948. Benelux, with exports and imports totalling United States $15,400 million, held, in 1962, the fourth place among the world's commercial powers, following the United States, the German Federal Republic and the United Kingdom.

Selling in the Netherlands

by a leading Dutch importer and distributor of British Goods

BRITISH EXPORTS TO our country are in continuous progression as the following figures show:

1959	1960	1961	1962
£113 million	£116 million	£138 million	£151 million
First 6 months of 1962		First 6 months 1963	
£73 million		£86 million	

This shows that the principle of offering to foreign markets what they want at competitive prices is gaining ground with British exporters. There is no doubt that the British export situation, as far as the Netherlands is concerned, is definitely better than it was before. Exporters in general are much better informed about our market than they were in days gone by.

Favoured by the rising standard of living in the Netherlands,

quality goods are enjoying increasing demand. The virtual absence of quantitative restrictions combined with low tariffs encourages an increase in trade. Notwithstanding, therefore, the lowering of tariffs between members of the Community and a further step towards the common tariff introduced last July, there should be further opportunities for an expansion of two-way trade between the two countries, the main stress being laid on British exports because the balance of trade has been consistently in favour of the Netherlands (not unnaturally in view of the disparity of populations; comparison on a *per capita* basis might be instructive).

As we see it, there are increasing possibilities for capital and luxury goods as well as for consumer goods in the medium and lower price ranges. At the same time it should be remembered that the Netherlands is still more a price than a quality market. Eighty per cent. of the taxable population has an income of less than £600 a year and 90 per cent. below £800 a year.

How should the British exporter go about conquering the competitive Netherlands market?

Market research, a science so much younger than trade itself, is becoming increasingly necessary to protect a manufacturer from unpleasant surprises which may be lurking round the corner. The pragmatic method of producing first and selling afterwards has been abandoned and preliminary market research as to what one can sell has become imperative. This is particularly applicable to selling in the Netherlands where the task of market research is regarded as no less important than the organization of rational production methods.

It is not necessary for a representative of a British firm trading in the Netherlands to learn the Dutch language. Practically everybody in business in Holland speaks three foreign languages, with English dominant. Catalogues in English are acceptable but, at the retail stage, advertising and display material should be in Dutch. The British exporter should rely on his agent in the Netherlands for the necessary translations. In special cases operating instructions should be in Dutch though there are many cases where English would be acceptable. The use of the German language in Holland to advertise British goods is not recommended.

Never haggle with delivery dates. It is much better to quote a firm delivery date which can be guaranteed than a shorter time which is not absolutely certain. After sales service may be left in the hands of the Dutch agent provided an arrangement is reached with him on its financing. The same applies to sales campaigns and advertising. There is a Dutch proverb which says 'Outlay precedes profits'. This is worth keeping in mind here. Advertising costs are normally expected to be borne at the outset by the British firm. Once a product has been introduced and has found a market, arrangements can be left in the agent's hands, the British supplier contributing an agreed amount to the agent's advertising budget.

A brand name is always good and, if the product has no specific brand name already, it would be wise to discuss the establishing of a name with the agent. In respect of payments, the Dutch are good debtors. No business is concluded on letter of credit terms. When a special discount can be obtained, it is possible to deal on a basis of cash against documents. In the majority of cases, one good Dutch agent will cover the whole country. The Dutch importer is usually only interested in dealing directly with the supplier and in most cases does not need an intermediary export or indent house.

A foothold in this country can be acquired either by appointing a reliable agent, of which there are many, or by establishing a subsidiary. In view of the attractions the Common Market is offering, this latter is worth considering. There is no getting away from the fact that the British make a quality product and quality must be paid for. For the larger firm, an increase in sales in the Benelux countries in general and the Netherlands in particular may be possible by building a plant here. In this connection the following comparison of wage costs in Common Market countries and Great Britain is interesting:

(Hourly costs including social charges)

	Nether-lands	United Kingdom	Belgium	West Germany	Italy
1958	3s. 9d.	5s.	5s. 3d.	5s.	4s. 3d.
1959	3s. 10d.	5s. 2d.	5s. 6d.	5s. 4d.	4s. 4d.
1960	4s. 3d.	5s. 7d.	5s. 8d.	5s. 10d.	4s. 8d.
1961	n.a.	6s.	6s.	6s. 10d.	4s. 11d.
1962 (Feb.-Apr.)	5s.	6s. 3d.	6s. 3d.	7s. 6d.*	5s. 3d.*

* Provisional figures. n.a. Not available.

The volume of trade between Great Britain and Holland is adequate proof that the British exporter has adapted himself to the requirements of the Dutch market. Nevertheless, we on the Continent sometimes feel that not enough basic research is done by British manufacturers to acquaint themselves with our taste and fashion. The British strength is their proverbial conservatism and although it is dangerous to generalise, it is good to take note of changes which take place in the rest of the world.

Scientific market research will lead to increased business and when this is coupled with short deliveries and a good after-sales service, there is no doubt about it that the present volume of British trade to the Netherlands can be extended.

Appointing an Agent

by the Commercial Department, British Embassy, The Hague

FROM GRONINGEN, the most northerly city of the Netherlands, to Maastricht, the most southerly, is a distance of just over 200 miles by road. From Rotterdam in the west to Enschede, the most distant point on the German border, is 120 miles. Communications by road, rail and water are excellent. Rail freight services cover the country from end to end in the course of a single night. One agent can, therefore, and usually does, manage efficiently the distribution of any product which he handles, throughout the Netherlands.

The majority of Netherlands importers and distributors are concentrated in the west of the country round Amsterdam (the capital), The Hague (seat of Government) and Rotterdam (the biggest port in Europe and possibly in the world). Other distribution centres of importance are Utrecht in the middle of the country, Groningen in

the north, Enschede, Hengelo, Almelo, Venlo and Tilburg, important textiles towns in the east, Waalwijk, the heart of the leather and footwear industry, Maastricht, which is noted for coal mining and chemical manufacture, and Eindhoven, with its electrical works and lorry and car manufacture.

There are many channels through which suitable agents may be located: the banks; trade organizations such as the FBI, NABM and Chambers of Commerce in the United Kingdom and similar organizations in the Netherlands; the Anglo-Dutch Trade Council and the British Embassy. All these organizations will readily suggest agents with whom the exporter can make contacts. Addresses will be found at the end of this article. One useful way of locating a good agent is to visit a trade fair where some of the most important agents regularly exhibit (see article on page 48).

How to get an agent

There are many first-class agents, but this is not to say that a first-class agent can be located without trouble. Many of the best will already be found to hold agencies for competing lines.

It is desirable to pay a personal visit to the Netherlands and to call on prospective agents before making a choice and coming to an agreement. English is widely understood in the Netherlands so that language difficulties should present no obstacles at this preliminary stage. The fullest possible information should be supplied to potential agents at the outset—a complete set of catalogues and prices quoted c.i.f. in guilders. Delivery times and availability of the product should be specifically stated.

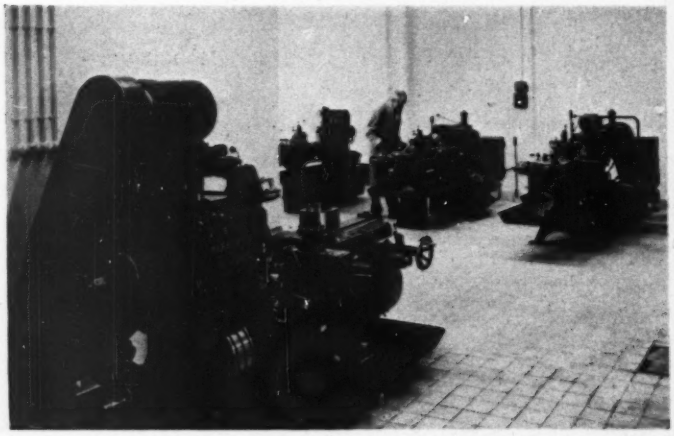
Agency agreements normally cover the following points:

1. The dates of operation and the geographical area covered.
2. The nature of the products to be handled; amounts and conditions of payment of commissions or other remuneration; the allocation of expenses: for example, advertising, between the principal and agent.
3. Whether or not the agency is exclusive and the conditions of termination of an agreement.

Some points worth knowing

Article 75/0 of the Dutch Commercial Code provides that, when indemnity payable on termination has not been specified in an agency contract, the agent is entitled to 'reasonable compensation' for contracts successfully concluded subsequent to the expiry of notice terminating the contract. In practice this normally means that the agent can claim up to one year's average earnings on termination of a contract. In cases of difficulty legal advice should, of course, be sought. Principals may also think it wise in some cases to consult a specialist in commercial law on the terms of any contract before signature.

The appointment of an agent is the beginning and not the end of selling. Agents, once appointed, should be regularly visited. Correspondence must be regular and promptly answered. Plenty of time should be taken to plan local sales campaigns with the agent.



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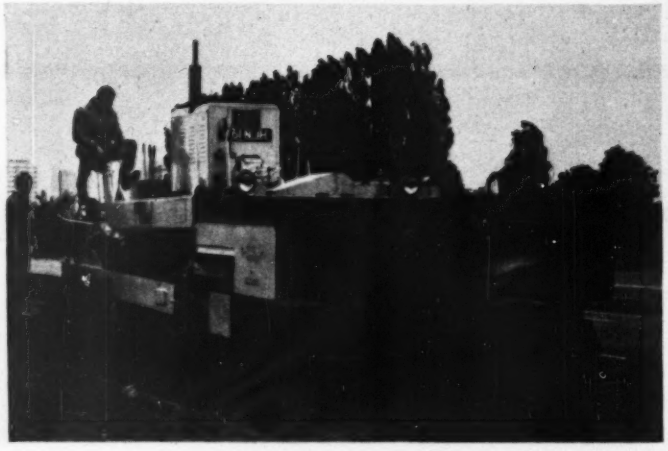

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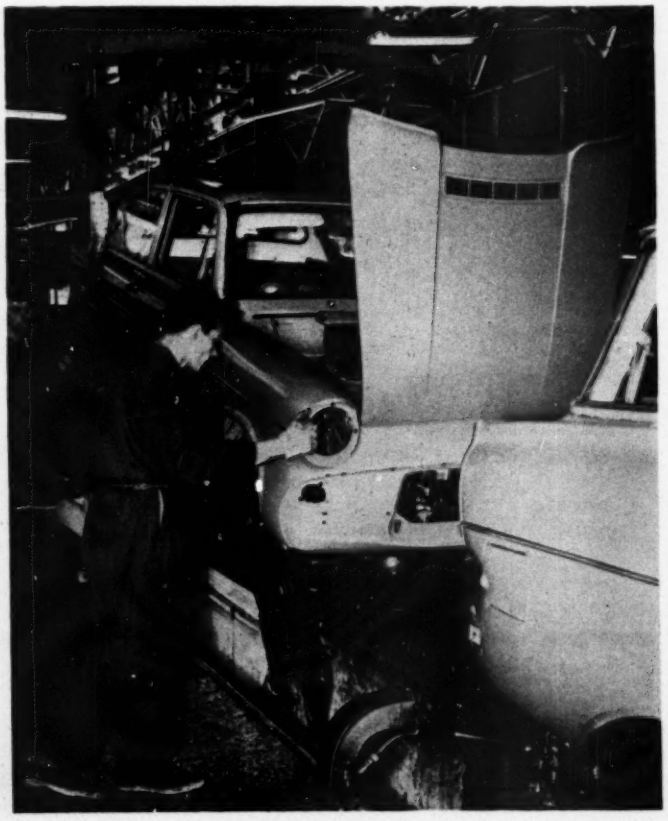

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1 Alfred Herbert capstan and turret lathes in the showroom of their Dutch agents (Landré and Glinderman).

2 This Blaw-Knox P.F. 90 paving machine is seen laying hot asphalt on the Brussels ringway.

3 The final assembly line at the Ford Motor Company (Belgium) S.A., Antwerp. Next year this plant will be used for another of Ford's enterprises and car assembly will be carried out in Amsterdam.

Agreement should be reached about the distribution of advertising costs and the agents should be encouraged to suggest modifications to the product to suit local taste.

Although English is well understood at managerial level, complicated installation and operating instructions should be translated into Dutch, and such translation should be made in the Netherlands.

For those looking for agents in the Netherlands the following addresses will be of use:

The Anglo-Dutch Trade Council	Raamweg 45 The Hague
Amsterdamse Bank	Herengracht 595 Amsterdam
Nederlandse Handelmaatschappij	Vijzelstraat 20 and 32 Amsterdam
Rotterdamse Bank	Coolsingel 119 Rotterdam
De Twentsche Bank	Spuistraat 128 Amsterdam
Hollandse Bank Unie	Herengracht 434-440 Amsterdam
Nederlandse Middenstandsbank	Herengracht 580 Amsterdam
Nederlandse Overzee Bank	Herengracht 548 Amsterdam

(The above are the major banks. There are many others.)

Central Chamber for Trade Promotion	Centrale Kamer van Handelsbevordering, Laan van Nieuw Oost-Indie 129-135, The Hague
Netherlands Union of Traders	Nederlandse Verbond van Tussenpersonen Spui 23-27, Amsterdam

A list of names and addresses of specialized trade associations likely to be specially useful to United Kingdom exporters is available from the Commercial Department of the British Embassy. Contact with Dutch banks would best be made through the manager of the branch of the British bank normally used by the potential exporter.

There are many first-class agents listed in our records. We are anxious to put them in touch with British exporters. Write to or call on the Commercial Department of the Embassy at Lange Voorhout 32, The Hague (telephone 182660), or get in touch with us through the Export Services Branch of the Board of Trade.

Advance notice of a visit will help us to plan your arrangements and save you valuable time. This applies particularly to calls at the offices of Her Majesty's Consul-General at Amsterdam (Herengracht 460—telephone 33229 and 33490), and Rotterdam (Parklaan 18—telephone 131555 and 138762). These offices act in Amsterdam and Rotterdam on behalf of the Commercial Department at The Hague and they rely on the records in The Hague for commercial information to answer the enquiries of business visitors.

Selling to Belgium: Agencies and direct sales

by the Commercial Department, British Embassy, Brussels

IN VERY GENERAL terms only the bigger British manufacturers can afford to set up subsidiary companies in Belgium to sell their products, at least in the early steps of their marketing campaigns. Most manufacturers must either rely on the services of local agents or, in relatively few cases, sell directly. The local agents who handle British goods are responsible for a high proportion of British exports to Belgium and fulfil an important role in maintaining Britain's position as a leading supplier to the Belgian market.

As the tariff barriers between the Common Market countries are progressively dismantled, the Belgian market becomes increasingly competitive. More foreign manufacturers are seeking to appoint agents here, and in a number of sectors there are too many manufacturers chasing too few agents. As a result, suitably qualified agents who are not already fully committed are not easy to find. But those British manufacturers who have a good, well-finished article to offer at a competitive price will generally find that a suitable agent can eventually be engaged.

Distribution methods vary with the product but, generally speaking, British manufacturers find it best to sell consumer goods through a distributor carrying stocks, and capital and industrial equipment through a commission agent. There is often no difference in Belgium between an agent, an importer and a wholesaler. Many agents fill all three roles. British businessmen considering the appointment of an agent should not be swayed by rigid ideas about the type of distributor required, but should rather concentrate on obtaining the best man—whether importer, wholesaler, or both.

Over the past few years Brussels has become increasingly the commercial centre of the country. British manufacturers seeking agents should normally start their search in Brussels. A visit to Brussels can serve several purposes. It is the only way of making a first hand assessment of the relative merits of agency candidates. It gives the manufacturer the 'feel' of the market, and it enables the manufacturer and his prospective agent to discuss future policy and sales campaigns. The whole of this process can be telescoped into a single visit, and the Belgian agent will respond more warmly to a direct, personal approach than to an indirect approach by correspondence.

While he is in this country the British manufacturer will probably wish to discuss with his agent the drafting of an agency agreement. British manufacturers are advised to approach this problem cautiously. The unilateral termination of an agency agreement by the conceding party may expose a foreign firm to possible penalties under two laws of July 27, 1961 and July 30, 1963. It would be wise for any British firm contemplating an agency agreement with a Belgian agent to take legal advice in Belgium before concluding it.

It is important to remember that Belgium is a bi-lingual country: to ignore this fact is to risk losing potential customers. It is also a sensible move to produce publicity material and instructions for the use of products in both French and Flemish (Dutch). Many firms in the Flemish provinces can work in English, and this often makes it possible to use trade literature in English, although it is much better to offer it in Dutch. Trade literature in French should *not* be used in the Flemish provinces. It is also important to remember that both trade literature and samples should give continental sizes and metric measurements and prices should be shown in the local currency.

Although there is a linguistic division, the Belgian market is too compact to require separate agents to cover the two linguistic zones.

Most agents are able to work in French and Flemish, and the excellent communications systems enables a single agent to cover the whole country.

It would be wrong of the British manufacturer if, having appointed an agent, he simply sent him a supply of literature and samples and then left him to his own devices. Too many manufacturers have done this in the past and have been surprised because results have not been up to expectations. Manufacturers should make a point of arranging for their agent to be visited regularly and frequently by a responsible member of the company's sales or technical staff. Britain is so near that there is really no excuse for firms which do not do this in Belgium. Belgian agents, and their leading customers, are particularly pleased when members of overseas firms visit them. In the early stages of an agency agreement, particularly when technical products are entailed, an agent may need guidance from his principals or assistance from a visiting technician to enable him to convince discriminating Belgian buyers of the technical value of the equipment offered. A product which commands a ready sale in Britain may not automatically encounter the same demand in Belgium, and its introduction to the market may need some nursing. Rival manufacturers from Belgium's continental neighbours nurse the market assiduously.

Chain stores and supermarkets

Direct selling is becoming increasingly important. With the considerable rise in living standards of the majority of the population in recent years, there has been a rapid growth of sales through chain stores and supermarkets. Supermarkets are still in a formative stage in Belgium, but there is every indication that their numbers will increase quickly.

Manufacturers of branded and unbranded consumer goods likely to have a mass appeal would do well to try direct selling to the major department store, chain store and supermarket groups. These groups tend at present to insist on having exclusive lines, but depending on the line offered it may be wise to try to deal with more than one group. Belgium, and more particularly Brussels, are over-retailed, and there are likely to be far-reaching changes in the retail structure in the next few years. This will make it all the more desirable for British manufacturers to keep closely in touch with new developments by direct selling campaigns.

Direct selling is an obvious way of dealing with certain raw materials and capital supplies and equipment for which there is a limited number of potential buyers or users. But in most cases, and where capital equipment requires after-sales service, if only by a handful of customers, the British manufacturer would be well advised to consider appointing a local agent capable of providing this service.

The British manufacturer can seek assistance and advice from several sources. He could write either directly to the commercial department of HM Embassy at Brussels or to the nearest regional office of the Board of Trade, or to the Export Services Branch in London, which would transmit his request to the Embassy. If he wishes to be put in touch with suitable agency candidates, his request should be accompanied by the following:

(i) At least five copies of the firm's catalogue or other trade literature. The texts should be in French and Flemish, and dimensions should be expressed in metric measures.
(ii) At least three copies of current export price-lists. Prices should preferably be quoted c.i.f. and expressed in Belgian francs.
(iii) Proposed details of agency and sales conditions.
(iv) If appropriate, samples of the goods offered.

The commercial department of HM Embassy would then approach potential agents who appeared suited to undertake the agency offered and would aim to arouse one or two expressions of positive interest. These would be communicated to the British manufacturer with background reports on the commercial standing and activities of the candidates, and any comments they had made on the sales prospects of the goods offered or the proposed agency and sales conditions.

The staff of the commercial department includes seven market officers, of whom the two most senior have knowledge and experience of the market going back over 15 years. The department has an index of many hundreds of Belgian firms who do business with Britain, including several hundreds of agents and potential agents. Help similar to that given by the Embassy is also given by the British Chamber of Commerce for Belgium and Luxembourg (Inc.), whose offices are at 204, rue Royale, Brussels 1, and which represents in Belgium the Federation of British Industries, by banks (some British banks have branches in Brussels and Antwerp), and by various British and Belgian trade associations.

British Government Services to Exporters

OVER THE YEARS the British Government has built up an organization at home and overseas which is able to inform and guide new exporters and exporters breaking new ground. A list of important names and addresses is given at the end of this article.

The 'nerve centre' is the EXPORT SERVICES BRANCH of the Board of Trade. An exporter can either contact this branch direct or communicate with the nearest REGIONAL OFFICE for free information and advice on the market prospects in a particular country for his products. General facts about local production and the competition likely to be encountered, information on business conditions, and on local tastes and trading methods are all usually available – or they can soon be obtained for the exporter from the commercial sections of the British Embassies and High Commissions overseas. In fact, the preliminary research in a particular market can be undertaken absolutely free of charge to a point where the exporter may decide whether or not there is likely to be a market for his products. The branch cannot, however, offer market research in the commercial sense for the individual product of one firm.

Up-to-date information can also be provided on local tariff and import regulations. Rates of duty payable, whether goods may be imported without restriction or under quota or not at all, answers to worrying questions on local regulations concerning certificates of origin, consular invoices and fees, trade and merchandise marks, and imports of samples and similar matters – all this information is ready for the exporter.

After consulting overseas posts, EXPORT SERVICES BRANCH can

usually provide the names of overseas firms who are known to be interested in acting as agents for a British firm. Two or three suggestions may be made for the exporter to follow up, and they will have been selected as a result of the commercial officer's personal knowledge of their suitability for the particular requirements of the British firm.

Information about foreign firms is available free to British exporters from detailed records kept by EXPORT SERVICES BRANCH.

Success in discovering the right people depends a great deal upon the co-operation of the would-be exporter. He must be ready to provide literature and information about his products, as necessary, in the appropriate foreign language, to give specifications in the metric system and quote prices in the currency of the country. Whenever practicable, samples should be provided. Separate articles on pages 37 and 39 give more details about the processes of appointing agents overseas.

Nothing is so effective as personal contact between the British exporter and his markets overseas and businessmen contemplating travel abroad are encouraged to call first, either at the nearest REGIONAL OFFICE or at EXPORT SERVICES BRANCH, for background information about the places they propose to visit. The British commercial officers will be notified and briefed to enable them to make any necessary appointments, and prepare introductions and obtain information in advance. Booklets in the 'Hints to Businessmen' series contain information on local trade conditions and methods, local customs, travel, hotels and amenities, and a great deal of other practical advice. Copies can be obtained free of charge from the Board of Trade Directories and Notices Section, Horse Guards Avenue, London, SW1, or from the REGIONAL OFFICES. There is a booklet covering Belgium and Luxembourg and a separate one for the Netherlands.

Local publicity overseas for the visit can also be arranged when it is required and appropriate.

The 'Export Service Bulletin' gives the latest information about world-wide export opportunities, such as foreign buyers seeking British sources of supply for particular goods, and overseas agents looking for British principals with a view to introducing British goods into their markets, and details of contracts put out to tender. It is published three times a week, and information received in EXPORT SERVICES BRANCH is often on the desks of subscribers within hours. An additional weekly supplement carries comprehensive market reports about particular commodities in individual countries, as well as general appreciations of the current commercial and economic conditions. It is available on an annual subscription of 10 guineas from EXPORT SERVICES BRANCH. Single copies may be purchased separately. A list of recent market reports for the Benelux countries is given on page 50. Regular information is also published in the *Board of Trade Journal* which is available from HM Stationery Office, on annual subscription or by separate copies.

Besides working closely with the EXPORT SERVICES BRANCH, the REGIONAL OFFICES have established an extensive personal connection with firms in their areas. It is the responsibility of the regional officers to promote exports in their areas and they are always willing to visit firms who need help in their export activities.

The services of overseas commercial officers are available to British firms in a variety of ways. They assist in finding agents, in supplying market information and lists of local importers and wholesalers, the elucidation of tariff and customs problems, advice on the setting up of subsidiary companies, advice in settling commercial disputes with local firms, dealing with commercial status inquiries, and providing assistance in the organization of particular trade promotion efforts such as trade missions. Further details about some of these activities will be found elsewhere in this supplement. The commercial officers in the Netherlands, Belgium and Luxembourg receive a regular flow of British business visitors who require advice on trading with Benelux countries.

How UK firms are assisted

In Belgium, the main commercial department is in the British Embassy at Brussels, but there is also a Consulate-General in Antwerp. In the Netherlands, the commercial department of the British Embassy at The Hague handles all commercial inquiries. There are Consulates-General at Amsterdam and Rotterdam which, in an emergency, can receive visitors, but they can only answer commercial inquiries after consultation with The Hague. In the Grand Duchy of Luxembourg the commercial department is in Luxembourg itself at the Embassy offices. There are officers specifically concerned with commercial work at all these posts. (A map showing the areas covered is on page 20). Correspondence should normally be addressed to the commercial department of the Embassy in Belgium, the Netherlands or Luxembourg, according to which country is to be covered, and not to the Consular posts unless in direct reply.

It should, of course, be remembered that a vast amount of information is available in EXPORT SERVICES BRANCH and time can be saved if inquiries are first addressed to that branch.

In addition to commercial officers, many Embassies and Consular posts have information officers. In the Benelux countries they are stationed in Brussels and The Hague. These officers can help publicize British industry by quoting examples from individual firms, by obtaining local publicity assistance for British business visitors or by arranging to show trade promotion films locally. Articles dealing in particular with publicity in Benelux countries appear on pages 49 and 51. A more general booklet called 'World Wide Export Publicity Service' can be obtained from the Central Office of Information, Hercules Road, London, S.E.1, and advice can be obtained from EXPORT PUBLICITY AND FAIRS BRANCH.

Details of important trade fairs and exhibitions to be held abroad are kept in EXPORT PUBLICITY and FAIRS BRANCH, who can give advice on where goods can best be shown and about the costs and conditions of exhibiting. At some of the larger trade fairs the Board of Trade support British exhibitors by organizing a central British feature and a bureau to deal with trade inquiries. For specialized fairs, of which there are a number of very important ones in Belgium and the Netherlands, the Board often works with trade associations to provide an exhibit allowing space for individual firms.

Editorial publicity for British exhibitors in local magazines and newspapers can be arranged through EXPORT PUBLICITY and FAIRS BRANCH, in liaison with the Central Office of Information.

Exporting to Benelux countries can be tough – not only is there competition from neighbouring countries, but consumer demands are constantly changing, keeping pace with the rising standard of wages, and buyers can drive a hard bargain. But United Kingdom exporters have not been discouraged by the difficulties; in fact, as the figures for the last three years show, United Kingdom exports to Benelux countries have steadily increased. And more and more exporters are becoming aware that an Export Credits Guarantee Department policy gives clear advantages in an expanding market.

Nevertheless, although the Benelux countries are rated among ECGD's better risks, and premiums are correspondingly low, claims paid during the last few years show that risks exist, as they do in any commercial undertaking. 'Without ECGD we would have looked silly' is a characteristic comment from an exporter, who after doing business with a particular buyer for years, is suddenly faced with that firm's default or insolvency. An ECGD policy

has taken care of the major part of the exporter's losses.

Such business failures are not confined merely to new or insubstantial firms – old-established firms can fail without warning. Skilled judgment, based on first-class on-the-spot information, can avoid the obviously weak or badly-managed firm and can restrict the volume of credit allowed to lightly capitalized concerns. Here ECGD can offer a service probably unrivalled in the United Kingdom. For Benelux countries alone they have files on 7,500 importers with whom existing policy-holders are dealing, and so are in a good position to assess the buyer's ability to meet his commitments.

For buyers not on their files inquiries can either be Telexed or cabled to agents for quick replies. This means that the exporter can try out new markets and new buyers. He can take advantage of export opportunities without uneasiness about the hazards of allowing credit to untried buyers. This in turn has led not only to a fresh pattern of trade, but, in the case of some commodities, to new and more advantageous trading habits.

Some indication of the help ECGD gives to exporters can be gauged from the fact that nearly 7,000 policyholders today hold over 8,000 policies ranging from a few hundred pounds to millions. Firms are realizing the importance of export credit insurance not only as a form of protection against unpredictable losses, or as a basis for increasing sales, but also as collateral in seeking bank finance.

Apart from large capital goods projects for which insurance is negotiated separately, the greater part of ECGD's cover is based on the principle of a fair spread of risk. This means that the exporter insures the whole of his export turnover, although 'selected market' cover is available provided it applies to business in a fair selection of markets; sales to United Kingdom merchants or subsidiary companies can be excluded. The limits of credit allowable to the exporter's buyers can often be established without delay.

In the case of the 7,500 Benelux buyers already mentioned, any local ECGD branch office can agree figures on 5,200 of these at once, by telephone if necessary. More than 500 of these applications, for all markets, are received every day by ECGD and more than half are cleared within one to three days. If little or nothing is known about the buyer either in ECGD or the City, overseas informants are contacted, urgent inquiries being made by cable. In the case of Benelux countries the average time for a reply is five days.

'Small exporter' policies

Today ECGD caters for exporters of all kinds, from the small firm (often with no experience at all of exporting) to large concerns with export turnovers running into millions. Those firms whose export turnover is less than £10,000 a year can take out a 'small exporter' policy which allows insurance on individual buyers at a flat rate of premium irrespective of credit terms or country of destination. At the other end of the scale are specialized policies which cover major capital projects, or those needing long periods of credit. There are policies to insure intangible exports in the form of professonal services, and at the same time the basic comprehensive policy can be adapted to meet special circumstances.

The progressive reduction of tariffs between Common Market countries is already leading to some business failures – and to other companies increasing their turnover with no corresponding increase in capitalization. In these circumstances credit finance is of special value to the British exporter.

The following are some important addresses :

Export Services Branch and
Export Information Centre
Hillgate House
35 Old Bailey, London, EC4
Telephone City 5757
Telex No. 25977

Regional Offices of the Board of Trade
(For addresses see this issue, *Board of Trade Journal*).

Export Publicity and Fairs Branch
Horse Guards Avenue
London, SW1
Telephone Trafalgar 8855
Telex No. 25955

Export Credits Guarantee Department
Head Office
59/67 Gresham Street
London, EC2
Telephone Monarch 6699

Belgium : Commercial Department of the British Embassy
2 rue de Spa, Brussels 4
Telephone 13.18.50
British Consulate-General
105 Frankrijklei, Antwerp

The Netherlands : Commercial Department of the British Embassy
Lange Voorhout 32, The Hague
Telephone 182660-1-2-3-4
British Consulate-General
Herengracht 460, Amsterdam
British Consulate-General
Parklaan 18, Rotterdam

Luxembourg : Commercial Department of the British Embassy
16 Boulevard F. D. Roosevelt, Luxembourg
Telephone 233-44, 237-34, 286-66

EXPORT PUBLICITY FOR INDUSTRY

Publicity for British exporters can often be obtained through use of the facilities of the Central Office of Information, who are concerned with collecting from industry items suitable for dissemination overseas by way of Government information services. The C.O.I. are interested in news items, feature article material, photographs, tape recordings for radio, films for television and other screening. Contact should be made with the nearest Regional Office:

NORTHERN: Mr. J. White Shand, Prudhoe House, Prudhoe Street, Newcastle-upon-Tyne, 1. (Newcastle 28543 – Telex 53277).
EAST & WEST RIDINGS: Mr. T. J. Hunt, 42 Eastgate, Leeds, 2. (Leeds 30474 – Telex 55119).
NORTH MIDLAND: Mr. D. de M. Guilfoyle, Walton House, Granby Street, Nottingham. (Nottingham 46221 – Telex 37572).
EASTERN: Mr. P. L. K. Schwabe, Block D, Government Buildings, Brooklands Avenue, Cambridge. Cambridge 58951 – Telex 81187).
LONDON & SOUTH EASTERN: Mr. M. F. Hackett, Hercules Road, Westminster Bridge Road, London, S.E.1. (Waterloo 2345 – Telex 22737/8).
SOUTHERN: Mr. P. T. Ede, Government Building No. 3, Whiteknights, Reading. (Reading 61122. Telex 84126 – "for C.O.I.").
SOUTH WESTERN: Mr. W. J. D. Irving, 61/63 Queens Road, Bristol, 8. (Bristol 293761/2 – Telex 44203).
MIDLAND: Mr. R. Dean, Windsor House, Temple Row, Birmingham, 2. (Central 7234/9 – Telex 33376).
NORTH WESTERN: Mr. H. V. Tillotson, Coronation House, 1 New Brown Street, Manchester, 4. (Blackfriars 2286 – Telex 66199).
SCOTTISH OFFICE: Scottish Information Office, St. Andrew's House, Edinburgh, 1. (Edinburgh Waverley 2501).
ULSTER OFFICE: Director of Information, Government Information Service, Stormont, Belfast. (Belfast 63210).
WELSH OFFICE: Mr. Idris Evans, 42 Park Place, Cardiff. (Cardiff 30441 – Telex 49327).

Non-Governmental Services to Exporters

THERE ARE A NUMBER of non-Governmental bodies which play a large part in the promotion of British exports. This work is carried out in a variety of ways, ranging from the organization of visits by missions or groups of businessmen from or to Britain, and sales promotion visits by individual exporters, to market surveys carried out by various associations for their members. Last but not least is the volume of useful information concerning the mechanics of exporting which associations can provide.

One of the most active organizers of missions is the Export Council for Europe, which was formed in November 1960, and has the financial support of both Government and industry.

In the past two-and-a-half years, it has sent two missions to Benelux to explore the increasing potential for British exports. The first mission visited Belgium, Luxembourg and the Netherlands in May 1961, and follow-up visits were made in February and March this year.

In the opposite direction, in April this year, the Council co-operated with the Machine Tools Trade Association in the organization of a mission to Britain representing the Dutch machine tool industry. On their return the mission expressed the view that Britain is in the forefront of machine tool manufacture with ultra-modern developments, and is in a more than advantageous position to compete with other countries.

The Council is continuing to give further active attention to the Benelux countries, in which it is convinced there is an increasing potential market for British goods.

In addition to promoting visits by missions, the Council will be concerned with arranging, in conjunction with the Board of Trade, for displays of British goods at forthcoming British Weeks and Fortnights in the Benelux countries.

With Government support, it is organizing two British Selling Weeks in Western Europe next year because it believes that benefit to Britain and profit to British manufacturers will result from a planned attack on the Continental consumer market – one of the richest in the world today.

Three organizations which are sponsors of the Export Council for Europe – and at the same time run their own export services for members – are the Association of the British Chambers of Commerce, the Federation of British Industries and the National Association of British Manufacturers.

The expression 'growth of trade' is one that Chambers of Commerce are uniquely qualified to interpret in practical terms, because within them exporters and importers are engaged with the specific task of developing two-way trade.

The links of the Association of British Chambers of Commerce with the Chambers of Commerce in Belgium and Luxembourg are particularly close because alone among the Chambers of Commerce in the European Economic Community they are, like those in the United Kingdom, wholly independent of Government. A more recent formation is the Anglo-Dutch Trade Council, which the Association of British Chambers of Commerce helped to establish. Its object is the promotion of Anglo-Dutch trade generally, and of British exports to Holland in particular, and it supplies its members with commercial information, help in finding agents or setting up subsidiaries, and other forms of export assistance. There are close ties, too, with Dutch Chambers. It was through meetings with them that the first contacts with the Chambers of Commerce of the members of EEC as an entity were made.

Working together as a team, the services of Chambers of Commerce range over a wide field. The supply of information on customs matters, exchange control, licensing, sources of supply and demand, marking, packing, appointment of agents, translations, investment, and participating in fairs and exhibitions are examples of the kind of information Chambers of Commerce can provide for their members.

Many Chambers have specialist sections which are concerned solely with problems of trading between the United Kingdom and European countries. Some have advisory panels of experienced exporters who are willing to make their knowledge and expertise available to novice traders.

Through the International Chamber of Commerce and through formal and informal bilateral links, United Kingdom Chambers of Commerce have access to their colleagues in Benelux on all matters of direct concern to those interested in the development of trade between the United Kingdom and these three important European countries.

The British Chamber of Commerce in Belgium and Luxembourg and the Anglo-Dutch Trade Council also represent the Federation of British Industries.

Both bodies maintain very close contact with the Federation of British Industries Overseas Directorate in London, through whom all inquiries are channelled. They provide FBI members with the fullest information on customers' inquiries, market intelligence and trade prospects, and send back quarterly reports covering every aspect of trade promotion. They can also give considerable assistance to visiting businessmen in making introductions. Close liaison is maintained with the Commercial Department of HM Embassies in these countries.

Services to exporters are also offered by the National Association of British Manufacturers; these are particularly designed to assist small and medium-sized firms, which comprise a large proportion of the membership.

Day-to-day problems tackled

The Export Assistance Department of the Organization was set up in 1946 to deal mainly with members' day-to-day problems; it is in close contact with Benelux and maintains a representative permanently in the Netherlands in order that it may render all possible assistance to firms anxious to export to that area. Export inquiries are channelled promptly by the Department to members through the ten branch offices of the Association. These are located in the main industrial centres in the United Kingdom and would-be

exporters are encouraged to make the fullest use of merchant and export houses, with whom the Department is in constant communication, or to co-operate with larger firms who are already exporting to the area.

Any major exhibitions taking place in Benelux are publicized in the monthly journal of the National Association of British Manufacturers. Through this and other means, members and affiliated trade associations have been assisted to take part either individually or on a group basis. It is hoped that a fact-finding mission, comprising a number of smaller member firms, will shortly be visiting Benelux and other European countries.

The aim of the National Association of British Manufacturers is to help members to take the fullest advantage of the market which exists by all means open to it.

More Trade is possible in Luxembourg

by F. Ide, First Secretary, British Embassy, Luxembourg

THE LUXEMBOURG MARKET is a small one limited as it is by a population of only 325,000. However, the country enjoys one of the highest, if not the highest, standards of living (on a *per capita* earnings basis) in Europe, and there are, therefore, good opportunities for exporters over a wide range of quality goods, especially since there are, as yet, only a limited number of local industries in Luxembourg.

Apart from iron and steel, which employs 25,000 workers and accounts for 90 per cent of the gross national income, the other main industries – generally on a small scale – are shoes, rubber, ceramics, bricks and cement, slates, chemicals, lumber, beer, tobacco, distilleries, wines, flour mills and other food industries. With the exception of the Goodyear plant, which employs over 700 persons, and in due course the Monsanto and Dupont works now in process of construction, factories are generally small and rarely employ more than 100 workers.

Engage a local agent

Owing to the small size of the market and also to the fact that Belgium and Luxembourg together form the Belgo-Luxembourg Economic Union, a number of British exporters appoint their agents in Belgium to cover the combined territory. This is sometimes unsatisfactory from Luxembourg's point of view as sub-agents appointed by the Belgian agents very often consider that they are not working on such advantageous terms as the Belgian agents. There is consequently a tendency to seek direct agencies from other countries, especially in the Common Market. It is well worth while, therefore, whenever the market potential justifies it, for British exporters to appoint a separate agent for Luxembourg. Not only does this avoid the payment of Belgian internal taxes before the goods arrive in Luxembourg, but there is greater incentive for the agent to increase his turnover.

Admittedly it is not always possible to find a local agent as there is a limit to the number of agencies that the comparatively small number of Luxembourg importing firms can take on, but it should be a maxim that whenever a firm sends a representative to Belgium, Luxembourg should also be included in his itinerary. The journey from Brussels to Luxembourg takes only half an hour by plane and two and a half hours by express train.

Apart from quantitative limits on the import of some foodstuffs and horticultural products, there are very few import restrictions, and import licences are required for only a few commodities. In addition to Customs duties, internal taxes ranging from 2 to 7 per cent *ad valorem* are payable on imports. Samples of no commercial value may be imported free of duty and without any formalities. Other samples may be imported against payment of a deposit in lieu of Customs duties and taxes, which is refunded on re-exportation. Alternatively they may be imported against a bank guarantee for the amount of the deposit, or with the use of an ECS Carnet, an International Customs clearance document.

Distribution methods are in general similar to those used in Belgium. The services of wholesalers and manufacturers' agents are extensively used in the distribution of consumer goods. Nevertheless, some important retailers, in addition to department stores and chain shops, buy direct from manufacturers and importers. And, as in Belgium, there is often no difference between an agent, importer and wholesaler; many firms fill all three roles. Firms in Luxembourg generally prefer to deal direct with manufacturers, rather than with export agencies.

It is difficult to separate trade figures for Belgium and Luxembourg, but according to the Board of Trade, Britain exported goods worth £752,000 to Luxembourg in 1962. This represented a 28 per cent increase over 1961 and 142 per cent over 1960. Of the 1962 total, over half the value of exports was accounted for by machinery, but according to information in Luxembourg, the most important import from Britain in 1962 was motor cars. The discrepancy is apparently accounted for by the fact that most of these cars are imported through Belgian agents and probably figure as direct imports into Belgium. Of 5,567 cars imported in 1962, 970 were British which is a very good performance considering that British cars paid Customs duties of 22 per cent compared with 12 per cent for cars from Common Market countries.

Paper, particularly stencils and carbons, is being imported in increasing quantities from Britain, and there have also been increases in imports of whisky, toys, confectionery and high quality domestic goods. Imports of British textiles and chemicals have decreased owing, in some measure, to tariffs favouring the EEC countries.

Although competition in some lines is difficult, there is no reason why the export of British goods to Luxembourg should not expand much further if the British exporter continues to give proper attention to this small market. Luxembourg importers are not usually wedded to traditional sources of supply and, provided that the quality is as good, they are generally prepared to switch to a more competitively priced product. An important factor in any approach is that literature must be in French or German, prices quoted at least c.i.f. Antwerp, and weights and measures quoted in the metric system.

The Anglo-Dutch Trade Council

by H. M. Schopp, Director

UNDER THE PATRONAGE of HRH Prince Bernhard of the Netherlands, the Anglo-Dutch Trade Council has for the past five years been actively engaged in promoting British exports to Holland. Established in May 1958, with a very limited number of members, the Council rapidly grew and is still expanding both its membership and its activities.

In addition to the primary task of the Council – the promotion of trade between Britain and the Netherlands generally and of British exports to Holland in particular – the ADTC offers a host of individual services to its members. These include help given to British manufacturers and exporters in finding agents; establishing contact with Dutch industry in the matter of licensing agreements; the supply of market information, status reports, statistics and any other information on Anglo-Dutch trade. The Trade Council also advises on the possibilities of setting up subsidiary companies in the Netherlands and any manufacturer who is considering manufacturing in Holland will be given all possible help. In appropriate cases representations are made to the Netherlands Government and other authorities on trade matters.

Various services offered

It is impossible to list the complete range of services offered, but members are assured of immediate personal attention to their inquiries and problems.

The Council regularly publishes a Newsletter, which is sent to all members, and from time to time special market surveys are published. These publications are free to members.

At the Council's annual luncheon, which is held in Britain and in Holland alternately, distinguished speakers address the guests. Other meetings and lectures on special subjects are held on an ad hoc basis.

The British ambassador is the Council's honorary president and the commercial counsellor at the Embassy is an honorary member of the General Council. Co-operation between the British Embassy and the Trade Council is very close and there is frequent exchange of views, although the Council is not in any way subsidised by either the British or the Dutch Government. In fact its income is derived exclusively from members' contributions.

Types of membership

Membership is open to any firm or individual interested in trade between the two countries, upon application to myself. There are two types of membership: Founder members, who pay a minimum contribution of £25 per annum and ordinary members at £10 per annum.

The Anglo-Dutch Trade Council has two chairmen: Sir Duncan Oppenheim on the British side and Dr. Paul Rijkens on the Dutch side. The General Council – in addition to the joint chairmen – consists of nine members representing the British members and nine members representing the Dutch members. Drawn from the General Council, the executive committee, under the chairmanship of Dr. Paul Rijkens, is concerned with the general direction of the Council's affairs. The Director is in charge of day to day business.

Manufacturers and exporters who are contemplating entering the Dutch market and indeed those who are already doing business with Holland are strongly advised to apply for membership of the ADTC. I will gladly give any further information required.

The Council's address is: Raamweg 45, The Hague.

Setting Up a Subsidiary in the Netherlands

THERE ARE NOW something like 200 British firms established in the Netherlands. Half of these are sales offices. The remainder are Anglo-Dutch partnerships or fully-owned subsidiaries which either manufacture or assemble; 87 of these were established since the war.

A British firm which has the resources to set up a local *sales* office will gain the following important advantages in this very competitive market:

1. Close co-operation and supervision of agents, where these are retained.
2. Sales, advertising and servicing planned on the spot. Important correspondence with customers or agents conducted in Dutch.
3. A representative in direct touch with (a) the factory, (b) the agents. The factory can thus be kept up to the mark on design, delivery and prices and the agents on selling.

Local *manufacture* or *assembly* may provide a means of getting

into the market where competition is so keen that the tariff and the preference in favour of our EEC competitors would otherwise price the product out of the market. It also offers a means of linking complementary Dutch and British skills and techniques or securing access to local goodwill and established distribution channels.

Foreign investment welcomed

Among British products manufactured in the Netherlands are waxes and polishes, special stationery, aspirins, fire extinguishers, zip fasteners, batteries, water heaters, electrical appliances, textiles, toys and cosmetics.

The type of arrangement chosen will, of course, vary according to circumstances. Half of the British manufacturing subsidiaries established in the Netherlands are joint ventures in partnership with Dutch firms. Such ventures can offer the advantage of technical co-operation without the expense of employing expatriate personnel. In other cases a wholly-owned subsidiary may be suitable.

The Netherlands Government has welcomed foreign investment since the end of the war. Procedures for intending investors have been made as simple as possible and the only special requirement is that 50 per cent of any long-term capital required for a new establishment must be raised abroad. There is no restriction on the amount of the equity which may be held by a foreign company. Once established, the status of a foreign subsidiary is exactly the same as that of a local enterprise. All new enterprises must be registered and an annual fee paid. Exchange control permission must be sought for any movement of funds in or out, but there are in practice virtually no restrictions on the repatriation of profits or any legal requirements applied specifically to foreign subsidiaries.

Limited labour resources

A general limiting factor at present is the acute shortage of labour. This affects not only recruitment of staff for manufacturing purposes but the construction of premises. Until very recently, building permits for factories were held up for as long as two and a half years. It is now possible, however, in certain circumstances, for the issue of building permits to be accelerated in cases where the construction work is carried out by a foreign company importing its own staff and labour.

Intending investors must apply to:

Department of Industrial Development, Ministry of Economic Affairs, Bezuidenhoutseweg 30, The Hague; and to: Kantoor Deviezenvergunningen (Foreign Exchange Office), Nederlandse Bank, Damstraat 13-15, Amsterdam.

The former will assess whether the establishment of the company in question is in the economic interest of the Netherlands. The only function of the latter is to ensure that the requirement regarding the raising abroad of 50 per cent of the long-term capital is observed.

In practice, intending investors will normally leave their applications to all the necessary authorities to be handled by a Dutch bank. The addresses of some of the major banks will be found on page 39, but there are nearly 150 banks in the Netherlands. A complete list is obtainable from the Netherlands Banking Association, Herengracht 136, Amsterdam.

Advice on formation of subsidiaries

Guidance on the formation of a company in the Netherlands, and on all aspects of setting up a subsidiary, are contained in a loose-leaf book entitled 'Guide to the Establishing of Industrial Operations in the Netherlands', published by the Department of Industrial Development. This publication may be obtained on loan or purchased at a cost of fifteen guilders (approximately 30s.) from the Royal Netherlands Embassy in London. A short digest is also available free of charge from the Board of Trade, and two leading Dutch banks (the Rotterdamse Bank and the Twentsche Bank) issue their own version of the book free of charge.

For general advice and assistance the services of the Board of Trade and of the Commercial Department of the British Embassy, Lange Voorhout 32, The Hague, are always available. Other bodies competent and willing to assist are the Netherlands Chamber of Commerce, The Dutch House, 307/308 High Holborn, London, W.C.1, and the Anglo-Dutch Trade Council, Raamweg 45, The Hague.

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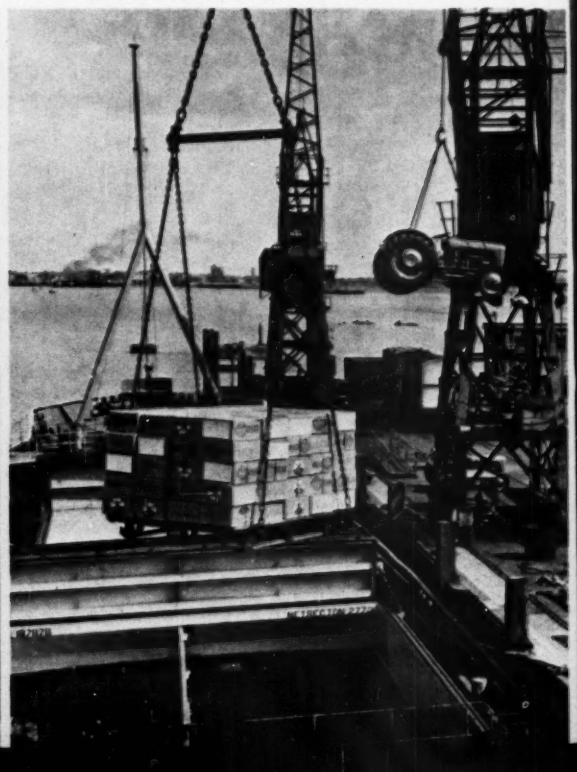

Subsidiaries, Investments and Licensing Arrangements in Belgium and Luxembourg

by the Commercial Department, British Embassy, Brussels

THE ARTICLE on page 32 on the Belgian and Luxembourg market shows that the creation of the European Economic Community has not stopped many British firms from increasing their trade in a most satisfactory manner. Nevertheless, the Common Market does pose special problems for some exporters if sales of hitherto competitively priced goods are to be maintained against a rising tariff differential.

Some have found that they are still able to compete successfully and to increase their exports to Belgium and Luxembourg by setting up their own subsidiary or branch selling offices as an extension of their home sales organizations. This enables them to keep in very close touch with the requirements of the market, to cultivate their customers more assiduously, to remain ahead of their competitors by a more speedy adaptation to new and changing conditions, and to provide adequate after-sales servicing where necessary.

Some firms will, however, have to consider local manufacture or assembly if they wish to retain or expand their business connections in Belgium and Luxembourg. Local manufacture can be achieved in various ways, by the establishment of a wholly-owned plant with associated servicing and distributing organizations, by joint venture projects, by manufacturing agreements with Belgian firms or by licensing arrangements.

Industrial investment welcomed

The establishment of a wholly-owned plant or the pursuit of a joint venture project require an investment in money and management personnel which many boards of directors would hesitate to sanction in many parts of the world because of political uncertainty, the risk of nationalization or expropriation or the general unfriendly attitude towards the establishment of foreign-owned businesses. Fortunately, however, the Belgian and Luxembourg Governments not only welcome foreign investment – they actively encourage it. Special legislation has been introduced in both countries to promote industrial expansion and diversification and to attract investment from abroad.

In Belgium, the laws of July 17 and 18, 1959 (now valid until 1965), provided for government guarantees of approved long-term investment loans from commercial banks and government credit agencies, for reduced (that is, subsidized) rates of interest for such loans, for substantial tax reliefs for new and expanding enterprises and, in officially designated development regions, for numerous supplementary benefits. Many local authorities try to attract new industries to their area by offering incentives and inducements, additional to those provided by the 1959 laws, in the form of exemption from local taxes, special training schemes for personnel and the earmarking of land for factory sites and workers' housing.

Apart from the 1959 laws, Belgian legislation in general is very liberal towards trade and industry. Foreign enterprises and persons are not subject to any discriminatory provisions, and persons of Belgian and foreign nationality are treated alike, as regards formalities for the establishment of businesses. There are no restrictions on foreign interests in Belgian firms, and no measures exist to prevent the acquisition of majority holdings by foreign nationals.

Special investment department

If a British company decides to set up in Belgium, its requirements may be met by a simple branch office under its own name. Such a branch office must be registered, fees must be paid, and certain information must be published in the *Moniteur Belge*. It is more likely, however, that the British company will find that a Belgian subsidiary in the form of a public limited liability company (Société Anonyme – S.A.) or private company (Société de personnes à responsabilité limitée – S.P.R.L.) offers advantages, the more so because no restrictions are placed on non-Belgian companies and it is not necessary to appoint Belgian nationals as directors or to have any Belgian shareholders.

Detailed information in the form of a multi-page handout on *Opening a Business in Belgium* is available from the Board of Trade. It has been compiled with the assistance and co-operation of the Belgian Embassy in London, from which additional information could be obtained on particular points. There is a special investment department in the Ministry of Economic Affairs in Brussels, which

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1 Packing Polymark laundry marking machines for despatch to Benelux countries.

2 General cargo being loaded into m.v. *Colchester* at Harwich for shipment to Antwerp.

3 British goods are flown regularly by British United Air Ferries to Benelux countries.

gladly gives assistance and advice on setting up a place of business, registering a company, discovering sites, the requirements of Belgian regulations and contacts with Belgian firms which might help as contractors or suppliers of materials or services.

In Luxembourg, too, the Government offers substantial incentives to foreign investment – dependent on the type of industry concerned and its relative importance to the Luxembourg economy – in the form of aid in finding suitable manufacturing sites and in the provision of land and buildings, taxation relief and favourable terms for loans. In view of the labour situation, the Government is, in general, more interested at present in foreign firms wishing to set up small factories than large ones; and useful opportunities exist for the establishment of them particularly in the northern part of the country. A special department in the Luxembourg Ministry of Economic Affairs willingly gives assistance and advice to any foreign inquirers.

No permission from the Belgo-Luxembourg Exchange Institute is necessary for the import of capital into either Belgium or Luxembourg but prior authorization should be obtained if a transfer guarantee is desired for the eventual repatriation of capital.

More than 300 British firms now have their own branch offices, subsidiaries or associated companies in Belgium. Others have acquired minority or majority holdings in Belgian enterprises, while many others have made licensing arrangements for the manufacture and sale of their products in Belgium. In Luxembourg, there are several British subsidiaries or associated companies, while some British firms have found it advantageous to establish holding companies there, since the expenses of incorporation of, and annual taxes payable by a Luxembourg holding company are very low.

Flexible Customs system

British firms interested in the Common Market will find Belgium and Luxembourg particularly attractive not only because of their favourable geographic location, the soundness of their currencies, their stable economies and their hospitable attitude to foreign businessmen, but also because of the facilities granted for the import of materials and components intended for re-export after manufacture or assembly in those countries. Such materials and components may be admitted free of duty and tax for an initial period of one year if they are cleared through Customs under a guarantee, usually from the importer's banker. No payment or deposit need be made for such clearance.

In Belgium there are no free port warehouses, but private firms may in certain circumstances maintain their own bonded warehouses. In this respect the Belgian Customs authorities have adopted a rather more flexible régime than most other countries' customs regulations permit. British concerns wishing to manufacture their products in Belgium or have them manufactured under licence from imported materials and components for export to other countries, whether or not within the Common Market, can choose the site location most suited to their particular requirements and do not have to confine their activities to a crowded and expensive free port area.

Double taxation avoided

Manufacture in Belgium and Luxembourg under licence from British manufacturers has also gained considerable momentum in recent years. Royalty payments by Belgian and Luxembourg licensees may be freely remitted abroad. Payments to non-resident corporate bodies or persons are liable to local tax, but a convention exists between the United Kingdom and Belgium for the avoidance of double taxation on income.

Many Belgian companies wishing to ensure that they are not left behind in the general technological advance are seeking manufacturing or licensing arrangements with British concerns. Some of these companies have notified their requirements to the Ministry of Economic Affairs or to 'Fabrimetal' – the Federation of Belgian Engineering and Metal Working Industries. British firms wishing to contact prospective licensees or contemplating a manufacturing arrangement, whether under licence, by sub-contract or joint venture, are invited to make their requirements known to the commercial department of H.M. Embassy in Brussels which will gladly make inquiries on their behalf and provide all possible assistance and advice.

Exhibiting at Trade Fairs in Benelux

by the Commercial Staffs, British Embassies, Brussels and The Hague

TRADE FAIRS and exhibitions are highly developed in Benelux, and the citizens of the three Benelux countries are on the whole 'fair-conscious'. As a result, fairs are very useful as shop windows for publicizing goods already on the market in Benelux, and can be of inestimable value for introducing new lines.

The trade fair has become important in Benelux partly because of the long tradition of fairs in these countries. Fairs were held in Belgium even before the country as it now is came into existence. Records show that the famous Ghent flower show was first held as long ago as 1809. The first Brussels International Fair took place in 1920. On that occasion more than 1,600 firms participated, occupying an area of some 210,000 square feet. At the 36th annual fair, which was held earlier this year, 4,500 firms took part and occupied exhibition space totalling 1·3 million square feet. Visitors totalled almost one million, of whom 15,000 came from countries other than Belgium. These figures give an idea of the growth in popularity and importance of Benelux fairs.

Because of the fair tradition in the Benelux countries, even small towns organize regular events. These numerous local fairs have diminished in importance as communications have improved and as the major fairs have grown. To the British exporter they will be of little interest unless there is a special market for his products in a particular locality. In such a case his local agent will usually exhibit and so keep the products in the public eye. The big general trade fairs in the leading cities have an international appeal and, even more important, they are major civic events and are visited in tens and hundreds of thousands by the general public. In Belgium in particular, it is not unusual for entire families to spend a whole day at a big trade fair. Consequently, these events are excellent opportunities to display consumer goods to the public at large.

Neither the big general fairs nor the scattered local fairs can meet satisfactorily the requirements of specialized modern business. For these needs there have grown up many specialized fairs catering exclusively or principally for trade buyers. A series of these

fairs is held each year at Utrecht and Amsterdam, and Brussels has become the centre for specialized fairs in Belgium.

The tendency now is for each major sector of industry to evolve a trade fair of its own. Participation in these can be very well worth while. They are visited by potential buyers from neighbouring countries in Europe, but their most important feature is that they are taken very seriously by the specialists, technicians and trade circles of the host country. There is no better way of reconnoitring the Belgian and Netherlands markets for a product than by paying a visit at the time of the appropriate specialized trade fair.

In a market so open and so competitive as Benelux, the importance of this sort of trade fair as a means of getting a foothold in the market cannot be over-emphasized. Participation in them brings the seller into direct touch with the importers whom he wants to meet. It gives him a chance of meeting his competitors and examining their products and comparing his own with them. He may also, if he does not already have an agent, meet local exhibitors in his line of business who could turn out to be useful agents. He will almost certainly, if his products have a reasonable degree of appeal, receive many direct inquiries and probably some orders from new customers.

But it is important that a stand at a fair should be regarded as part of a wider selling operation and not simply as an end in itself. It is generally no use attracting attention at a fair if the products shown cannot be found in the shops and showrooms. A firm which is new to the market needs to prepare its fair activity most carefully.

Ways to help small firms

Much the best course is to contact the Commercial Department of HM Embassy, or the British Chamber of Commerce for Belgium and Luxembourg or the Anglo-Dutch Trade Council two or three months in advance, sending them trade literature, price lists, etc., about the products to be shown. They can then canvass local firms which might be interested and establish some useful contacts for an exhibitor before the show begins. They can also advise on measures of publicity if these seem to be required.

Participation in trade fairs overseas is of course expensive. Many smaller manufacturers and exporters cannot easily afford to exhibit individually. Fortunately there are ways of participating effectively and cheaply. Usually a manufacturer can arrange to have his products shown on the stand of his local agent, and he may then be expected to contribute a part, but only a part, of the total cost of the stand, depending on the number of manufacturers whose products are exhibited on it.

An increasingly effective method of participation is in a collective exhibit organized by, for example, a trade association. The primary object of collective exhibits is to introduce new firms to the market and to help them to launch themselves. In recent years collective exhibits have been arranged, with help from the Board of Trade and stands built by the Central Office of Information, at the following Benelux trade fairs:

Belgium

1961 Second International Medical and Hospital Equipment Exhibition
1962 Thirty-third Brussels International Food Fair
1963 Fourth International Building Exhibition

Netherlands

1962 Seventy-ninth Utrecht International Textile Trade Fair (carpet section)
1962 Third Utrecht Macroplastics Fair
1962 Twelfth Dacova Women's Outerwear Fair, RAI, Amsterdam
1963 Thirteenth International Exhibition of Radio, Television and Electronic Equipment (Firato), RAI, Amsterdam.

Those who take part in these collective exhibits have generally been well satisfied. Collective national stands are usually able to obtain good sites. The organizers pay particular attention to them. They are good for publicity, special visits by VIPs and trade and Press receptions. A good British stand is also very sympathetically received by the Benelux public.

A noteworthy feature of Benelux fairs is their national days. When there are sufficient United Kingdom exhibitors, a day is set aside for HM Ambassador or his representative, accompanied by leading members of the British Chamber of Commerce or Trade Council and by the Press, to tour the British stands at the fair, and sometimes to attend a lunch or reception. This is usually a very useful means of focusing attention on the British element in a fair.

Each of the three Benelux countries is fortunate in possessing fine exhibition halls. The imposing complex of the Centenary Halls on the outskirts of Brussels, used *inter alia* for the Brussels International Fair, offers more than one million square feet of exhibition space, with corresponding services and facilities. Some specialized trade fairs are held in smaller, modern halls in the Centre International Rogier in the heart of the city. There are also very good permanent exhibition buildings in the leading provincial cities.

In The Netherlands, the modern RAI hall in Amsterdam – which was opened in 1961 and offers a floor area of 485,000 square feet – is reputed to be one of the finest exhibition halls in Europe. The long-established complex of exhibition buildings at Utrecht also offers very fine facilities.

The annual international fair, the only international event in the calendar of exhibitions and fairs in the Grand Duchy of Luxembourg, is held in the City of Luxembourg exhibition halls.

Manufacturers who doubt the value of participating in trade fairs would do well to visit one or two Benelux fairs as spectators. They could not fail to return home with new ideas about the Belgian and Netherlands markets, and many might decide, as most Benelux firms decided some time ago, that trade fairs are of major importance in selling in Benelux.

A list of trade fairs and exhibitions in Benelux countries is published regularly in the *Board of Trade Journal*.

Advertising and Publicity in Belgium and Luxembourg

by Randoll Coate, First Secretary (Information), British Embassy, Brussels

AS THE PROPOSED (and likely) 'capital of the Common Market', Brussels has achieved a degree of importance in the economic and commercial field which transcends the frontiers of its national life. The influx of European officials to Brussels and its expansive programme of urbanism to accommodate this influx, cater for its activities and ensure its mobility, has considerably altered the metropolitan scene. Its climate is now one of international economics and trade. Increasing numbers of British and other foreign companies are establishing offices in Belgium, benefiting in addition from the facilities which the Belgian law extends to foreign investors, and from the availability of a highly-skilled labour force.

The contrast between the size of the country and the extent of its influence is reflected in its trade publicity. The Belgian press, despite its small circulation, is now read and watched by growing numbers of influential people among whom are some of the shapers of Europe.

The historical and ethnic division of the country into two different language communities—themselves split into fairly compact local units, with their own sense of identity—has determined the pattern of the press. Thus the Belgians have been spared our monolithic press structure, and their provincial papers hold their own against the eleven Brussels dailies.

The most valuable medium

To reach all levels of the Belgian public, therefore, a press advertising campaign must be spread over more newspaper titles than would be necessary in Britain, each title representing a far smaller readership than at home; incidentally, 200,000 is a good circulation figure in Belgium. In addition to the news dailies, there are seven financial and economic newspapers. Widely read in trade and official circles, these constitute a valid medium for industrial advertising. They also produce special supplements, covering either a particular country or industry, which are useful vehicles for publicizing British exports. Consumer goods are extensively advertised in colour or black and white in the illustrated and women's weeklies.

The Belgian technical press, although it has small circulation, reaches a highly specialized public and is a useful means of putting British products before the eyes of the trade.

Representing 43.2 per cent. of the total advertising expenditure, press advertising undoubtedly constitutes the most valuable medium in Belgium where there is no commercial television. The statistics of the 'Union Belge des Annonceurs' show that, in 1961, a total of 4,275 million Belgian francs was spent on advertising, representing a *per capita* expenditure of 428 francs—about the same as the figure in France. The proportion of the national income which has gone to advertising has risen consistently since 1954. In that year it represented 0.67 per cent of the national income, whereas by 1961 it had gone up to 0.9 per cent. After the 43.2 per cent. for newspaper advertising comes 16.4 per cent for direct advertising, 8.8 per cent for outdoor and transportation media, 8.2 per cent for fairs and exhibitions, 8.2 per cent for display and point of sale advertising, 3.5 per cent for the cinema, 2.1 for radio and 0.2 for television (both the latter outside Belgium) and 9.4 miscellaneous.

The percentage shown above for broadcasting, however, does not reflect the impact of radio publicity in Belgium. For although the Belgian national radio and television services are non-commercial a considerable amount of broadcast advertising is angled at Belgium by Radio Luxembourg both in French and in Flemish. A recent survey showed that rather more than 50 per cent of Belgian listeners tune in to this station (at January 1, 1961 there were more than two and a half million sets in the country). The Luxembourg commercial television service can also be picked up in the southern provinces, but this does not yet represent a significant medium.

A highly sophisticated society

At the same time the growing popularity of television (TV ownership rose from 200,000 in 1958 to 900,000 in 1961 – one set in every three homes) has led, as in other countries, to a decline in the volume of cinema advertising.

In Luxembourg itself, Radio Luxembourg is undoubtedly the best medium of all for advertising British products. Whereas 50 per cent of Belgian listeners tune in to this programme, at least 90 per cent of Luxembourgers listen to it. On the press side the most effective publicity can be obtained through the German language dailies. There are also two French language dailies with effective circulations, namely the local editions of the French *Republicain Lorrain* and the Belgian *La Meuse*. Television in Luxembourg is not yet widely popular.

Trade fairs and exhibitions are a particular feature of Belgian and Luxembourg life – witness the unforgettable Brussels World Fair of 1958 – and participation in the more important events can also constitute a useful means of advertising British goods. A separate article on trade fairs will be found on page 48.

The Belgian publicity agencies exploit every medium available to advertisers in a highly sophisticated society – from direct mail and point of sale advertising to sky-writing over crowded beaches. Only the use of hoardings and poster publicity is restricted by legislation to protect Belgian highways and historic monuments. There are many advertising agencies and consultants, and most of the international agencies maintain offices in Brussels. The British exporter should have no difficulty in finding a reliable firm to handle his publicity budget.

For its part the press and information department of the British Embassy has his interests at heart and is in close touch with press and broadcasting circles, to whom it distributes a daily bulletin of industrial and general news as well as feature articles on the latest advances in British technology. These elicit many inquiries from potential buyers. However, free publicity is not enough. Faced with stiff competition from within the Common Market, the British exporter now realizes that a well-conceived advertising budget for Belgium is not a luxury but almost his first act of faith in the potential of this important market in the very heart of the European community.

Export Service Bulletin Market Reports

THE FOLLOWING is a list of titles of market reports (and the dates when published) in respect of Benelux which have been published in supplements to the *Export Service Bulletin:*

Belgium and Luxembourg	
Domestic refrigerators	May 1, 1961
Men's ready-to-wear clothing	October 14, 1963
Motor cycles and cycles	March 26, 1962
Pharmaceuticals	November 13, 1961
Portable electric tools	October 2, 1961
Belgium	
Carpets	March 26, 1962
Furniture	January 22, 1962
Luxembourg	
Domestic furniture	July 16, 1962
Netherlands	
Agricultural and horticultural machinery	January 14, 1963
Camping equipment	July 22, 1963
Carpets	December 22, 1961
Gas cooking stoves	October 2, 1961
Ladies' outerwear	August 26, 1963
Motor assisted cycles and mopeds	February 20, 1961
Plastics machinery	July 23, 1962
Space heaters	March 25, 1963
Television receivers	January 29, 1962

Publicity Media in The Netherlands

by Hermine de Vivenot, First Secretary (Information), British Embassy, The Hague

DURING THE YEAR 1962, The Netherlands spent £46 million on advertising, roughly £4 per head of population. The table below shows how this money was spent:

Newspapers	£22 million
Illustrated newspapers including women's magazines	£7 million
Trade press	£6 million
Door-to-door handouts	£1 million
Posters	£¾ million
Leaflets and over-the-counter publicity	£5 million
Radio	£½ million
Exhibitions	£2 million
Follow-up advertising	£2 million

As will be seen, the bulk, almost two-thirds, went to the press, with newspapers well in the lead.

Holland has a vigorous if somewhat conservative press. There are eleven national dailies. By British standards circulations are not large. The highest, that of the most popular daily, is 239,000. There is also a serious and well-informed provincial press, not to be overlooked by anyone organizing a sales campaign in the Netherlands. The provincial papers make a distinct impact on the general public and are an excellent medium for the advertising of consumer goods.

There are a number of opinion weeklies, only one of which has a circulation of over 136,000, and is looked on as a most suitable vehicle for advertising. This figure, however, is left far behind by those attained by the women's magazines. These are becoming increasingly important as publicity media. By British standards these magazines are somewhat unsophisticated in their presentation and, with one exception, there are no 'glossies'.

The trade and technical press is specially important. The standard of presentation is good and there is no subject of technical interest which does not appear to be covered in the catalogue of trade papers. They are circulated widely and have a steady readership.

Embassy Information Services

There is no commercial television. In the eastern provinces, German television, which does have commercials, makes a marked impact on the local population.

The Information Department of the British Embassy has close contacts with the press – daily, weekly, trade and technical. It issues a press bulletin in Dutch to 450 selected editors and journalists and, at the same time, distributes, usually on an exclusive basis, feature articles dealing with technical and scientific subjects. The department is also consulted whenever a paper prepares a special supplement and it is usually in a position to get articles specially written for the occasion. This material is usually provided by the Central Office of Information in London which, in close consultation with the Board of Trade and the firms concerned, prepares the necessary press material. It is then placed by the Information Department.

During the last two years the Embassy Information Services have seen a steady development in the number of contacts with the technical and trade press and a gratifying increase in the number of articles published. The Embassy also has a photographic library intended for press use. The distribution of films for television, recorded radio programmes and an information library service in Amsterdam are other activities carried out by the Information Department.

British manufacturers anxious to expand their business in the Netherlands through advertising should plan their campaigns in close consultation with their agents, bearing in mind that the exporter will be expected to carry the greater part of the cost. Apart from straight advertising in the press, which can either be handled by their agents or preferably put into the hands of a reliable firm of specialists, interest in their products – particularly if newsworthy and a novelty to the Dutch public – can be stimulated by articles intended for the trade press. This material, however, is best handled by the Information Department of the British Embassy, who would receive it from the Central Office of Information.

If any firm has a story, picture, publication or film illustrating that its products are among the first, fastest, cheapest, lightest, smallest or biggest of its kind; or that a new material has been used in their manufacture; or if they have won international awards; or if they illustrate the inventiveness, skill and 'forward look' of British industry, then the firm should get in touch with the Central Office of Information, Hercules Road, London, S.E.1 (Tel. Waterloo 2345). The COI employs every medium of publicity (except paid advertising) to maintain and increase Britain's industrial prestige abroad.

The Information Department is only too pleased to be of assistance in an advisory capacity to British firms anxious to explore the possibilities of publicity campaigns in the Netherlands.

The following table gives some idea of advertising rates:

National papers	Half page	£310
	Quarter page	£155
Provincial papers	Half page	£100
	Quarter page	£57
Weeklies	Half page	£240
	Quarter page	£120
Women's weeklies	Half page	£210
	Quarter page	£100
Town papers	Half page	£80
	Quarter page	£40

Rates vary according to the number of editions printed.

Delivering the Goods

GENERALLY SPEAKING, it is no more difficult to consign goods from the United Kingdom to the Benelux countries than to send them from one part of the United Kingdom to another. Modern transport services enable deliveries to be made speedily and, in respect of many goods, from door to door. Documentation, formerly so time-wasting, is now comparatively simple.

The number of sailings each week between Britain and the Benelux ports, though difficult to estimate, may well run into hundreds. There are direct liner services connecting the main Benelux ports of Antwerp, Rotterdam and Amsterdam with more than 25 ports in the United Kingdom.

Services are in the main operated by ships of quite modest dimensions. Nevertheless, they cater for an almost unbelievable variety of cargoes and offer many special facilities. Most services carry containers and some companies make their containers available for the use of customers. Through-billing arrangements and door-to-door pick up and delivery are not infrequently offered. Some ships have refrigerated space; others have been adapted or specially built to carry vehicular traffic. One or two services have been specially developed for heavy lifts.

One of the main attributes of shipping is the speed and facility with which it can adapt itself to the changing demands for trade. Indeed, an industry need not necessarily be located near one of the larger ports to enjoy the benefits of a good shipping service. The existence of many small ports and the suitability of quite small ships for United Kingdom-Benelux trade ensures that where traffic warrants a shipping service one can generally be provided. Shipowners are in business to provide a service and are usually only too willing to give serious consideration to any genuine approaches offering the possibility of additional traffic.

More and more British exports to European countries are being carried on road vehicles. In 1956, 360 commercial vehicles left Great Britain; in 1958 the figure was 1,850; in 1960, 2,900; and in 1961, 5,400.

Much of this growth of international road transport has been made possible by the provision of a drive-on/drive-off ferry service which enables road vehicles to be used for through journeys. This service, introduced by the Atlantic Steam Navigation Company between Tilbury and Antwerp in 1956, now carries most of the goods vehicles going into Europe with three crossings weekly to Antwerp and two to Rotterdam.

Most of the traffic consists of trailers. The trailers are generally towed by British tractors in Great Britain, while an associated company in Belgium or the Netherlands provides towing vehicles on the Continent. Because the traffic requires specialized knowledge and facilities it is largely in the hands of a few firms. British Road Services handle a large proportion of it; the rest is in the hands of a few independent firms specializing in international haulage.

Customs delays have been eased by the Customs Convention on the International Transport of Goods under cover of TIR Carnet. This provides that, after goods have been examined and sealed by Customs officials of the country of departure, they may be taken through to their destination without further Customs examination at the intervening frontier crossings. The documentation consists of a TIR Carnet, issued in Great Britain by the Road Haulage Association and the Traders' Road Transport Association.

The United Kingdom has recently announced that it proposes to accede to the Convention for the International Carriage of Goods by Road, in which Belgium and her other European neighbours already participate. This convention standardizes important matters of private civil law relating to international carriage of goods by road.

Much of the traffic between Great Britain and the Benelux countries goes via Harwich and Zeebrugge. The Zeebrugge train-ferry service, the first commercial one between Great Britain and the Continent, is one of the most important transport links between this country and Continental Europe. Outgoing tonnage has nearly quadrupled since 1948.

In past years, much of the train-ferry traffic was in foreign wagons, conforming to the British loading gauge, but considerably larger than the standard British vehicle. Last year saw the advent of large British vans, entirely equivalent to the Continental vehicle. These, with railborne containers, share the very considerable rail traffic between this country and central, northern and parts of southern Europe. A total of 400 British Railways vans will be in traffic in the next few months.

Apart from ferried wagons, many of the small goods are carried in railway containers making door-to-door delivery quite simple. Specially constructed vessels to carry large numbers of rail containers sail at least three times a week to Antwerp and Rotterdam.

Traffic via Harwich and Zeebrugge is increasing to such an extent that British Railways will bring into service a fourth train-ferry vessel in January 1964. The small exporter, indeed, finds the Harwich service to the Continent of great value. He is immeasurably helped by the close liaison maintained between the various railway administrations through overseas agents, and by the use of international consignment notes which greatly simplify what was formerly a cumbersome process of documentation.

The British Railways Dover-Dunkirk and Belgium Marine Dover-Ostend services also provide a useful import-export link between the south of England and Belgium. An interesting development is the carriage of beer tankers via the Dover-Dunkirk ferry for Brussels. In 1962, 540 tankers were carried in this way and, for this year the number is likely to show a large increase.

Last, but not least, is the growing use which can be made of air transport. British European Airways operates six all-freight flights per week between London and Amsterdam and, in conjunction with SABENA, a nightly freight service to Brussels. In addition, BEA provides some 6,000 passenger seats a week between London and Amsterdam, 3,000 between London and Brussels and more than 500 between Manchester and Amsterdam, while KLM, in co-operation with BEA, operates a thrice-daily London-Rotterdam service.

British United Airways operate a twice-daily service from Gatwick Airport to Rotterdam, and British United Air Ferries fly up to twelve daily return services from Southend and Lydd to Ostend.

Freighting space is available on all these services.

Some Success Stories from Belgium

Leyland-Triumph, S.A., Belgium, report that four and a half years ago about 250 Triumph passenger and sports cars a year were being sold in Belgium and Luxembourg. Today the figure has risen to 3,500 a year and is still going up. In 1959, this British firm took the plunge and decided to establish a wholly-owned subsidiary and to build a vehicle assembly plant at Malines in Belgium. The plant was completed in 1960.

Apart from the managing-director, the staff is 100 per cent. Belgian, and as much Belgian equipment as possible is used in the assembly of the cars. Inspection and quality control of the output is tremendously strict for, in the Belgian market, which is more highly competitive than that in Britain, any lapse in product standards can be fatal.

Great efforts were made to find the right dealers and to set up a good dealer organization; and the vital necessity of ensuring an adequate supply of spares and sufficient after-sales service was recognized. Sales promotion includes national advertising and good public relations work.

The Malines plant was designed to assemble 10-12 cars a day. It is now producing 26; and sales are not confined to Belgium and Luxembourg. About half of the output, or another 3,500 vehicles a year, now goes to the Netherlands and Germany. And apart from the return to Britain, the plant, through local purchase, wages, taxation, etc., puts some 180 million Belgian francs a year into the Belgian economy.

After the war, **Mr. Gordon Staple** opened a small office-cum-shop in Brussels. He decided that there was a market in Belgium for British clothing, and came to an arrangement with **Hector Powe Ltd.**, the London tailors, whereby he sold their made-to-measure suits 'by proxy'. The Belgian client was measured in his shop, the garments were made in London and then returned to Belgium. When it became known that British suits were available in Belgium at competitive prices, the business expanded and now extends in Europe well beyond the boundaries of Belgium.

At the same time Mr. Staple decided to sell women's British-made clothing. The reputation of British clothing has always been high in Belgium, and Mr. Staple has stressed its 'Britishness'. By careful promotional work, good display and excellent customer service, supported always by ample stocks, this side of the business also expanded rapidly.

Mr. Staple now has five retail shops in Belgium and a flourishing wholesale business to prove that he was right in thinking that, with intelligent and consistent effort, a market can be found for quality British clothing.

The achievement of **Whitbread and Co. Ltd., Belgium,** lies in the fact that they are selling their beer to a country which is, *per capita*, the world's champion beer drinker and where the consumer is a real connoisseur of the product he drinks. The foundations for this success were laid after the Second World War, when the firm conducted a thorough market study to find out what the Belgian customer really wanted. Whitbreads perfected a brew to meet these criteria, and were rewarded by increasing sales.

To keep the new customers satisfied, strict checks were made to ensure a uniformly high quality. The Belgian public has shown its appreciation by buying ever greater quantities.

Special tankers bring the beer from Britain to a centralized bottling plant in Brussels. The local organization made great efforts to identify itself with Belgium, and the staff are almost all Belgian. By this means, and by skilful public relations and publicity – blue 'Whitbread' sunblinds are a familiar feature on cafés all over the country – the firm has gained an almost universal acceptance in Belgium. Its beer is now a popular drink among all classes.

The firm is not content to stand still, and is expanding to meet rising demands. An ultra-modern distribution centre is in operation at Antwerp, and other depots are planned.

Working in the Heart of Europe

by the Secretariat, British Chamber of Commerce, Belgium and Luxembourg

THE REPUTATION of a Chamber of Commerce is determined by the services it offers to its members and associates. Its standing can also be influenced by its geographical situation. A Chamber of Commerce in a small town obviously has not the same possibilities for providing services as one in an important trading centre – such as London or Birmingham – where tens of thousands of inquiries are handled every year.

Chambers of Commerce working outside Britain have different functions from those operating in Britain. Overseas Chambers are, in a sense, outposts of the Commonwealth and are the defenders of local British interests. Their principal role is to encourage British exports to the country in which they function, and they have the task of handling all the ancillary problems associated with this role.

Promoting the sales of British goods in a market calls for expert knowledge of local trading conditions, advice of a general and of a specific character, relating to a member's demands, tasks involving high diplomacy and contacts at appropriate levels and unbiased public-spiritedness.

There must also be a sound command of the local language, social and business contacts, a knowledge of the country and its laws, the country's methods of doing business, its commercial needs, the strength of local competition and the tariffs and import levies on goods. And, of course, the organization must be able to introduce suitable agents to British firms seeking representations.

The importance of selling British goods overseas cannot be overestimated if Britain is to keep her factories busy. Thus official representation abroad calls for great skill and business efficiency. British Chambers operating outside Britain normally recruit their officers from local British businessmen holding high executive positions. This pooled experience is available to members and associates through a secretariat. In addition, these overseas Chambers of Commerce liaise with embassies, ministries, the network of British Chambers of Commerce and industrial federations and associations within and outside the country in which the Chamber works. With these resources available, it will be recognized that a properly organized Chamber has a fund of information – commercial, financial, economic and social – which provides a basis for action and is of great value to its members and associates.

Many Chambers also run a journal which is primarily designed for its members. A well edited publication can be a great asset to a Chamber for, whilst a journal never replaces the work of a secretariat, it can, nevertheless, provide an important link by informing, guiding, and anticipating the requirements of its readers and thus support the activities of the secretariat. But more important still are the opinions and assessments made from first-hand knowledge which can frequently influence government policy on international trade questions.

The British Chamber of Commerce for Belgium and Luxembourg celebrated its Golden Jubilee three years ago, and in so doing placed on record its fifty years of solid service to British commerce. It is probably during the post-war years of this period that the organization has shown its greatest vitality, for it has had to advise on conditions of re-adaptation which followed the last war and deal with the changes and complexities which have followed and continue to exist.

The organization in Belgium occupies a very important position on the Continent – in the heart of the Common Market. Anybody who has had a copy of the Treaty of Rome in his hands will appreciate the complexity of the problems arising from Common Market objectives and the possible effects on British exports into Europe. Many British firms have decided to settle within the territory of the Six – including Belgium and Luxembourg – and the advice and assistance which can be given by our Chamber of Commerce on such matters is too obvious to call for comment. But apart from the creation of the Common Market, it can be said that Anglo-Belgian trade has a hundred facets in which our Chamber can – and does – play a role.

British Chambers of Commerce are non-profit-making organizations and live from their members' and associates' subscriptions. A Chamber's versatility must range from top level to the desk interests of the small man, and the services rendered by the Chamber are the key to its financial success, its prestige, and its reputation.

From the organization established in Brussels it can be recorded with pleasure that, in a country with one of the smallest populations in Europe, the British Chamber of Commerce for Belgium and Luxembourg has a proportional membership which is superior to that of any similar British organization in Europe.

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United Kingdom and Overseas importers seeking sources of supply or requiring guidance concerning their trade with Belgium, are invited to consult the

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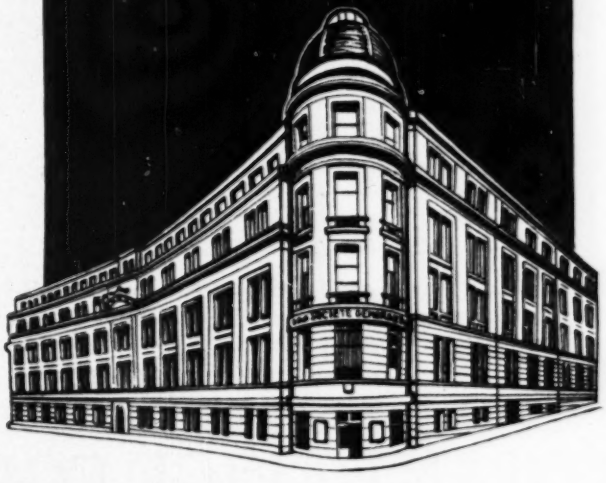

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The Belgo-Luxembourg Economic Union as a Commercial Partner

Belgium that is known as the 'turntable of Europe,' has strengthened since 1958 its economic ties with the Netherlands and the Grand Duchy of Luxembourg; they form presently together the Benelux Economic Union. With a population of more than 9,250,000 inhabitants, Belgium ranks among the European countries with the highest density of population: 783 inhabitants per square mile, compared to 572 for the Federal Republic of Germany, 567 for the United Kingdom and 221 for France. Only the Netherlands can claim a higher figure: 909.

Economic freedom and private enterprise prevail in all fields of activity. Monetary and financial stability insure a constant expansion of the economy and improvement in the standard of living. Inflationary trends have been constantly fought. The position of the Belgian franc is firm and the currency reserves stand at a very satisfactory level. The Belgian franc enjoys a large degree of convertibility.

The backbone of the Belgian economy is its industry. The heavy industry belt links up with the industrial basins in Germany and France. The general indices of the industrial activity (basis: 1953 = 100) are high and reached 137·7 in 1962, i.e., an increase of 5½ per cent against 1961 (increase in 1961 was 4 per cent). The manufacturing industry reached even a 6½ per cent increase in 1962. The indices over the last two years compare favourably with the results obtained by the other countries of the European Economic Community and were only surpassed by Italy. Per capita national income at constant prices increased from £280 in 1953 to £377 in 1961 and £397 in 1962, i.e., rising with an average of 4⅜ per cent during the period of 1954 to 1961 and 5⅛ per cent in 1962.

In 1962 new gains were achieved in the field of foreign trade. Belgium's imports rose by 7 per cent in 1961 and by 8 per cent in 1962 reaching some £1,626,936,000 while exports increased by 4 per cent in 1961 and by 10 per cent in 1962, reaching some £1,544,136,000.

Although the most important part of Belgium's foreign trade is conducted with its partners of the European Economic Community – in 1962 the E.E.C. absorbed about 57 per cent of Belgium's exports and accounted for about 51 per cent of all imports – Great Britain has considerably improved its position since the war as a supplier, advancing from the 6th position to the 5th position with about 8·1 per cent of total Belgian imports. However as a client for Belgian goods Great Britain came in 1962 in the 5th position with ±5 per cent of all Belgian exports.

British *sales* to Belgium rose from £60,554,807 in 1948 to £131,094,450 in 1962, i.e., an average yearly gain of ±8⅛ per cent. The biggest yearly increase was in 1962 with ±15 per cent. As to British purchases in Belgium, the figures were £47,606,007 in 1948 and £77,190,390 in 1962, i.e., an average yearly increase of 4·4 per cent.

The pattern of trade relations between the United Kingdom and Belgium could be summarized as follows in 1962 (in percentage of total).

	Belgian imports	*Belgian exports*
Diamonds, industrial and other	30·5	11·0
Machines, electrical machines, tools, etc.	14·3	7·5
Vehicles, ships, etc.	14·1	6·3
Metal manufactures	13·5	8·9
Textiles	5·1	29·6
Chemicals	4·6	10·1
Miscellaneous	17·9	26·6
	100·0	100·0

Belgium's exports to the United Kingdom consist principally of *textiles*: rugs – cotton – flax and wool, fabrics – velvet – waste – scutched flax – clothing – knitwear, etc. – *industrial diamonds*: sawn and cloven – *chemicals*: fertilizers – photographical and cinematographical articles – matches – gelatine – bone glue – *metal products*: concrete bars – cables – sectional iron – bars – sheets, etc. – *machines*: textile machines – machine tools – agricultural implements – engines, etc. – *automobiles and rolling stock* and *various kinds of agricultural products*: mostly vegetables – plants – cereals – flour – grapes – hop – *glass*: mostly window glass – *articles in asbestos-cement – tiles* and *consumer goods*: ladies' shoes – canned foodstuffs – canned fruits – biscuits – sugar – chocolate – plastic goods – rubber tyres – flaxboard – plywood – ossein – butter – concentrated milk – paper and board – leatherware – optical apparatus, etc.

The Belgian Office for Foreign Trade can provide detailed information about the export opportunities of the Belgian industry. British commercial visitors to Belgium will be given full assistance as regards the organization of their stay in Belgium, the contacts they may want with Belgian industrialists, federations or exporting houses. It will be sufficient to apply by letter, by phone or telegram to the

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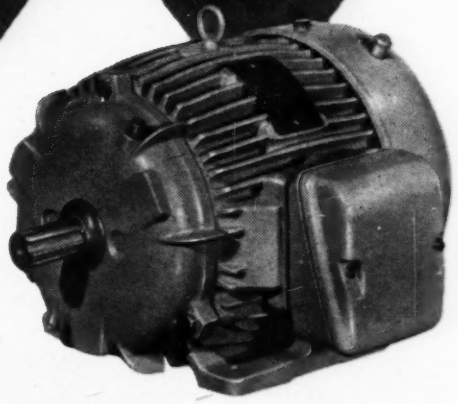

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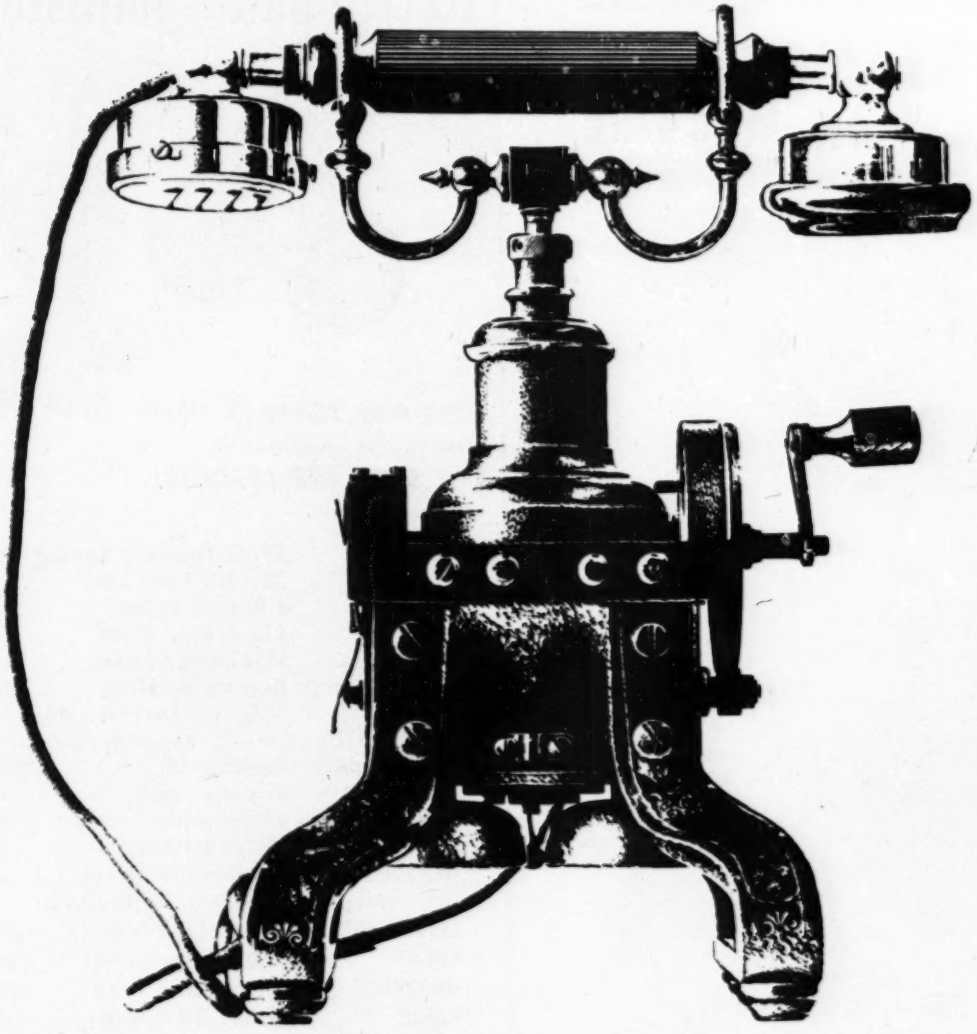

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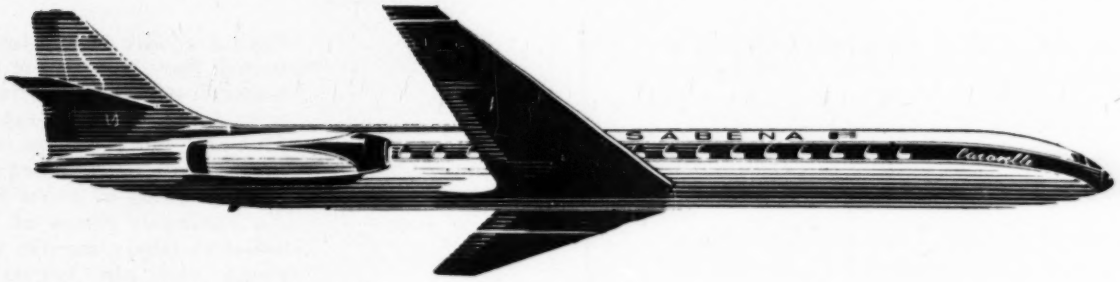

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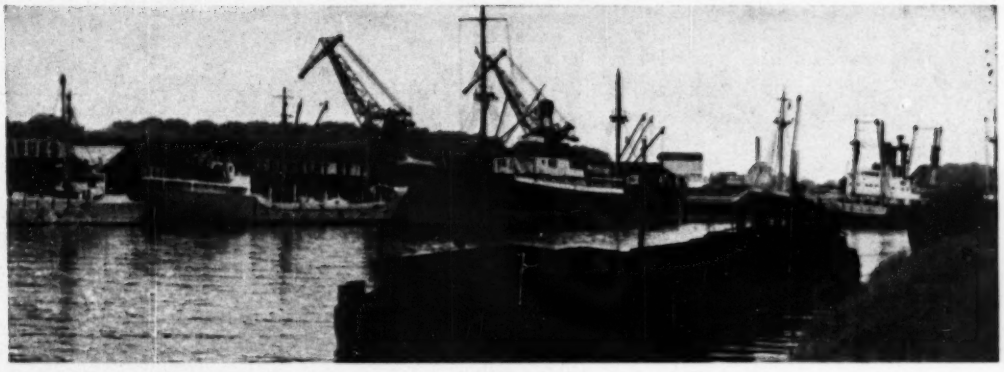

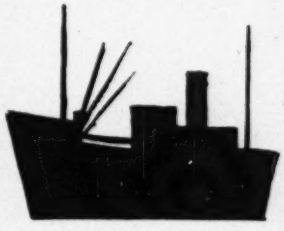

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Export record of agricultural machinery

MR. T. CUMMINGS, a member of the Smithfield Joint Committee, past president of the Agricultural Engineers' Association, and sales manager of the Tractor Division of Morris Motors Ltd., addressing a Press conference in London on November 20 on the Royal Smithfield Show to be held from December 2-6 at Earls Court, said: The agricultural industry was one of the largest exporters in the country and was currently exporting three times her own annual requirements of agricultural machinery. The United Kingdom was also the world's largest exporter of tractors with three times the trade of Western Germany and five times that of the United States.

'It has this position because it adapts itself to changes in demand, and because it has a range to meet the requirements of farms of all sizes. Thus, although there is a trend towards greater power and capacity – we are now making tractors, for example, of up to nearly 100 h.p. – the small farmer and the gardener too, remains eminently well served,' added Mr. Cummings. There would be a number of new products to be seen at this year's Royal Smithfield Show, from tractors to the smallest of aids to farming of all kinds. The degree of innovation among the trade stands and in the livestock section and its daily programme promised to make this year's event one of the most appealing of all time.

The British Ambassador to Mexico Sir Peter Garran, at the Pan American Railway Congress, examining exhibits on the stand of the Locomotive and Allied Manufacturers' Association of Great Britain in company with representatives of the United Kingdom Railway Advisory Service. From left to right are Sir Peter Garran, Brigadier C. A. Langley (consultant, British Railways Board), and Mr. E. J. Wilson manager, Railway Division, Metropolitan-Cammell Carriage and Wagon Company Ltd).

British wool cloth display at Frankfurt

THE BOARD of Trade and the Textile Promotion Consultative Committee (TPCC) have collaborated in organizing a display of British wool fabrics at the International Textile Exhibition (Interstoff), which opened in Frankfurt on November 26, and which closes today.

This was the first official British display at Interstoff devoted almost solely to wool cloths. Eight British firms sent staff from Britain to man individual stands within the official display, which covered more than 1,500 square feet. They showed most of the main types of wool cloth made in Britain, including worsteds, flannels, tweeds, tartans and cashmeres. Some silk material was also shown.

Interstoff, one of Germany's major textile trade events, is held twice a year – in the spring and autumn. The Board of Trade has collaborated with the TPCC on several previous occasions at the spring Interstoff, but this was the first official British venture at the autumn event. The TPCC represents all sections of the textile industry in Britain.

British exports in 1962 of wool or hair yarns and woollen and worsted woven fabrics were worth £80·3 million, of which £10·2 million worth went to West Germany.

TRADE FAIRS AND EXHIBITIONS ANNOUNCEMENTS

BECAUSE *of pressure on space all the various classified lists of trade fairs and exhibitions will be published in full only on the dates indicated below*:

	Date Last Published	Date Next Published
United Kingdom . .	*Nov.* 1	*Feb.* 7
Outside Europe . .	*Oct.* 4	*Jan.* 3
Europe	*Sept.* 6	*Dec.* 13

Amendments and additions to the three lists will be shown in the issues of the intervening weeks.

No responsibility is taken for the standing of organizations or individuals mentioned in the lists, and dates, etc., may be subject to alteration.

The Board of Trade Export Publicity and Fairs Branch, Horse Guards Avenue, London, S.W.1 (Tel. Trafalgar 8855, Ext. 3096, Europe; 3097 United Kingdom and Outside Europe) will be glad to answer general inquiries but applications should be made to the organizers or United Kingdom agents for details of costs and conditions of participation. Export Publicity and Fairs Branch can also provide information about other events which, owing to space limitation, are not included in the lists.

Baltimore Menswear promotion

THE BRITISH Menswear Guild announce that they have completed the initial plans for their first 1964 promotion in the United States, to take place for two weeks in October in the four Maryland stores of Hutzler Brothers.

The Guild promotion will run in conjunction with a store-wide promotion of British goods. In Hutzler's main Baltimore store a special British men's wear shop, measuring 50ft. by 20ft. will be built in the store's men's department. The shop, which will be almost entirely devoted to BMG merchandise, will remain as a permanent feature of Hutzler's store after the promotion has ended. The promotion will also take place in Hutzlers' 'downtown' store, and in their branches at Towson and Westview.

EXPORT INFORMATION CENTRE

The Export Information Centre of the Board of Trade's Export Services Branch is at 50 Ludgate Hill, London, one minute's walk from St. Paul's. It provides traders with a street-level inquiry point where they can find what services are available for dealing with export problems. The centre is open from 9.30 a.m. to 5.30 p.m. Monday to Friday.

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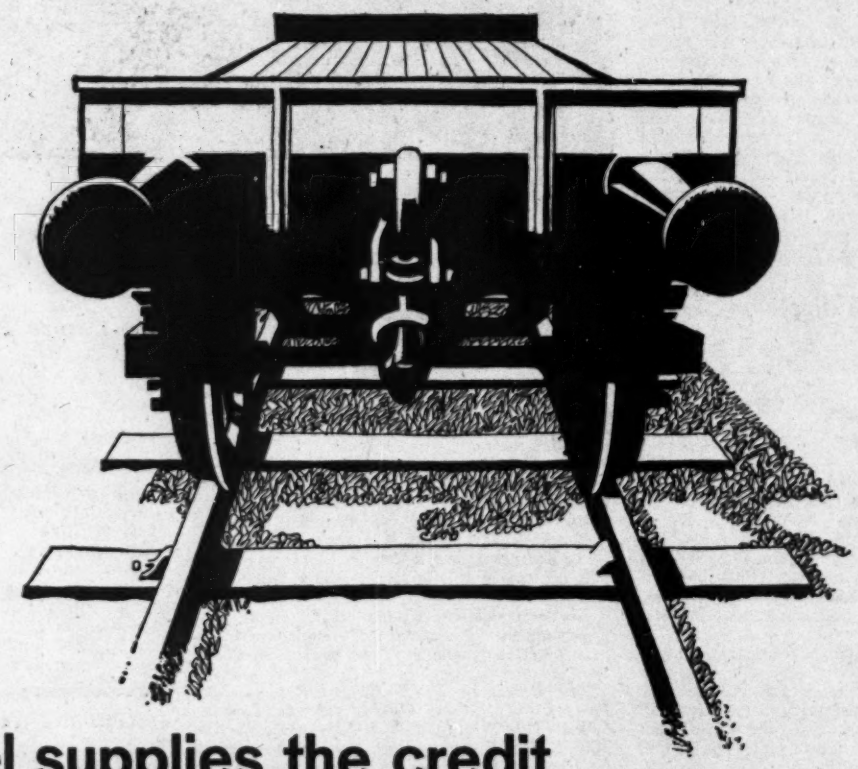

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Overseas Trade and Exports

Trade mission from Thailand to visit London

A TRADE MISSION from Thailand, at present on a tour of Europe and the Middle East, will visit London during the period December 3-8. The object of their visit is to investigate the possibilities of increasing trade between Thailand and the United Kingdom and meet representatives of firms and trade associations who have business interests in Thailand.

The mission consists of seven representatives led by H. E. Luang Bhadravadhi, Ambassador of Thailand to Pakistan, who formerly served in London. Since the war he has served as Head of the Europe and American Department of the Ministry of Foreign Affairs of Thailand, as Ambassador in New Delhi and as Thai representative on the SEATO Council.

United Kingdom exports to Thailand in 1962 totalled £14,566,473, consisting to a large part of chemicals, machinery and road vehicles. Imports from Thailand in 1962 totalled £8.252 017 composed mainly of rubber, cereals and miscellaneous textile fibres.

Far East business group return home

A NUMBER of members of the business group sponsored by the London and Birmingham Chambers of Commerce which visited Hong Kong and Japan in October and November have now returned home. First indications are that the groups were an outstanding success. Several members are still abroad and an assessment of the actual results achieved is being made as they return. Upward of £½ million of immediate export business however was transacted during the visits and – perhaps even more important – plans were laid and arrangements made which will certainly help develop further new business with Hong Kong and Japan in the near future.

Commonwealth trade

MAJOR GENERAL A. E. WALFORD, President of the Federation of Commonwealth Chambers of Commerce, in a message to the Annual General Meeting of the Federation which was held in London on November 28, said: 'Those of us who believe enthusiastically in the Commonwealth cannot be other than encouraged by the progress which is being made. At the same time we must realize how much there is still to do. The changing patterns of Commonwealth and world trade point in particular to the need for freer trade in industrial goods within the Commonwealth. For the developing countries engaged in industrial expansion the prime need is to obtain export markets for their manufactures while at the same time being permitted to protect their nascent industries at home.

'The problems of developing countries are now world problems. The Commonwealth, with many years' experience of new nations growing to political and economic maturity, should accept this as a challenge and show a lead to the world by designing and adopting effective policies to meet those problems.'

Major General Walford who was re-elected President, is the first Canadian to occupy the Presidency of the Federation. Also re-elected were the Chairman of the Council, Mr. H. Alan Walker, chairman of Mitchells & Butlers Ltd., and the Treasurer, Sir Patrick Hamilton, chairman of Expanded Metal Co. Mr. Arthur C. Hale, acting president of the Incorporated Chambers of Commerce of the British Caribbean and chairman of the Federation's Caribbean Committee was elected Deputy Chairman of the Council.

Scottish trade mission to West Germany— 'highly successful'

'WEST GERMANY . . . is a critical, sophisticated and yet highly profitable market. Many regard it as the key to selling in Europe and Scandinavia' said Sir Robert A. Maclean, chairman of the Scottish Council Export Committee, in a press statement regarding the Scottish Council Trade Mission to Western Germany, which he led between November 17 and 23. The mission, composed of managing directors and sales directors of 16 companies representing a good cross section of Scottish industry was reported to have been highly successful. Numerous inquiries were received in addition to a considerable volume of individual orders and a number of delegates were able to appoint agents.

ECGD guarantee £2,600,000 tanker order

THE EXPORT CREDITS GUARANTEE DEPARTMENT have signed a financial guarantee for a loan totalling £2,600,000 which is to be made available on delivery of a British built tanker to the Norwegian buyers.

The loan is being made by Hambros Bank Limited, Barclays Bank Limited and a number of insurance companies and pension funds, for whom Hambros Bank Executor and Trustee Company Limited will be acting as Trustees. Part of the loan will be refinanced at a later date by Ship Mortgage Finance Company Limited. The Loan Agreement with the Norwegian buyers is expected to be signed very shortly.

British commercial representatives overseas

THE BOARD OF TRADE announce the following changes:

Australia

Mr. D. G. Stewart-Smith, at present serving in the Export Services Branch of the Board of Trade, has been appointed as a Trade Commissioner at Sydney and will take up his appointment in January 1964. He will succeed Mr. N. L. Hibbs who will be returning to Britain for duty with the Board of Trade at the end of his tour.

Jamaica

Mr. D. H. Mather, recently a Trade Commissioner at Enugu, Nigeria, has been appointed as a Trade Commissioner at Kingston. He will take up his appointment in early December.

TRADE AND FINANCIAL ARRANGEMENTS

Mexico and Poland

H.M. EMBASSY in Mexico City report that a Trade Agreement and a Protocol thereto were signed there between Mexico and Poland on October 7, 1963. Although the Agreement must be ratified by both parties, it came into force provisionally from the date of signature. It is for one year, but will continue in force for additional yearly periods unless denounced by either party with three months notice. The Agreement proves for unconditional and unlimited most-favoured-nation treatment, with certain exceptions, on a reciprocal basis and for payment for goods exchanged thereunder to be in United States dollars.

The Protocol envisages an exchange of goods valued at approximately U.S. $10 million in total. Such goods are listed at length in an Annex to the Protocol. The lists may be modified at any time by a simple Exchange of Notes between the two Governments. The Protocol also includes an undertaking by both signatories to give special consideration to international action aimed at improving the conditions of international trade in primary products of direct interest to each country, an undertaking by Poland to provide facilities for financing possible purchases by Mexico of capital goods and equipment, as well as payment for technical services relating thereto, in accordance with individual contracts. It also envisages wider co-operation in the scientific, technical and industrial fields and also with regard to the establishment of regular shipping services between the two countries.

A copy of the Agreement and Protocol (in English) may be seen at Tariff Section, Export Services Branch, Board of Trade, Hillgate House, 35 Old Bailey, London, E.C.4. (Tel. City 5757, Ext. 476).

Iceland and Bulgaria

IT HAS BEEN announced that the first trade agreement between Iceland and Bulgaria was signed in Geneva on October 29. The agreement is valid for one year and is renewed automatically unless three months' notice of termination is given.

This is the first agreement between the two countries. It is also the

(*Continued on page* 1263)

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Hillgate House
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or any Regional Office of the Board of Trade or Ministry of Commerce, Northern Ireland

British Chambers of Commerce Overseas

(Telegraphic Addresses follow in italic)

ARGENTINE – British Chamber of Commerce in the Argentine Republic, Bartolome Mitre 441, Buenos Aires. *'Cambrit', Baires.*
BELGIUM AND LUXEMBOURG – British Chamber of Commerce for Belgium and Luxembourg, 204 Rue Royale, Brussels. *Brichacom.*
BRAZIL – British Chamber of Commerce in Brazil (Inc.), Rua da Conceicao 105, 22nd Floor, Groups 2201-2203, Rio de Janeiro, Caixa Postal 56, Rio de Janeiro. *Chambrit, Rio de Janeiro.*
British and Commonwealth Chamber of Commerce in Sao Paulo, Rua Barao de Itapetininga 275-7, Sao Paulo, Caixa Postal 1621, Sao Paulo. *Britchamb, Sao Paulo.*
CHILE – British Chamber of Commerce in the Republic of Chile (Inc.), Bandera 227-4, Piso-Of. 11/12, Casilla 536, Santiago. *Chambrit, Santiago.*
EGYPT – British Chamber of Commerce of Egypt (evacuated), 16 Catherine Place, London, S.W.1.
FRANCE – British Chamber of Commerce in France, rue Halevy 6, Place de l'Opera, Paris 9. *Britomerce.*
Marseilles Regional Council of the British Chamber of Commerce, 2 Beauvau, Marseilles.
Bordeaux Regional Council of the British Chamber of Commerce, 25 Cours du Marechal Foch, Bordeaux.
GERMANY – British Trade Council, The Secretariat, c/o Commercial Department, British Embassy, Bonn.
GREECE – British Hellenic Chamber of Commerce, 23 Amerikis Street, Athens.
INDONESIA – British Chamber of Commerce in Indonesia, Kali Besar Barat 1 (Second Floor), P.O. Box 543, Djakarta-Kota.
IRAQ – British Commercial Society in Baghdad, P.O. Box 43, Baghdad.
ISRAEL – Anglo-Israel Chamber of Commerce (Israel), 82 Allenby Road, Tel-Aviv. P.O. Box 1127, Tel-Aviv.
ITALY – British Chamber of Commerce for Italy, 1/3 Via Tarchetti, Milan. *Britaly, Milan.*
JAPAN – British Chamber of Commerce, c/o Price Waterhouse & Co., Naka 9th Building, 14 Marunouchi, 2-Chome, Chiyoda-ku, Tokyo. P.O. Box 797, Central, Tokyo.
MEXICO – British Chamber of Commerce in Mexico, Plaza de la Republica 43-303, Mexico 1, D.F.
MOROCCO – British Chamber of Commerce for Morocco, Place du 16 Novembre, Casablanca. *Britcommer.*
NETHERLANDS – Anglo-Dutch Trade Council, 45 Raamweg, The Hague.
PORTUGAL – British Chamber of Commerce in Portugal, Rua Victor Cordon 4, Lisbon, 2.
Madeira – British Chamber of Commerce Inc., 13 Rua 5 de Janho, Funchal.
SPAIN – British Chamber of Commerce for Spain, Marques de Valdeiglesias 3, Madrid, 14 *and* Paseo de Gracia 11, Barcelona, 7. *Britcom.*
Canary Islands – British Chamber of Commerce Inc., P.O. Box 72, Las Palmas.
SWEDEN – British-Swedish Chamber of Commerce in Sweden, Hovslagargaten 5b, Stockholm C.
SWITZERLAND – British Swiss Chamber of Commerce, 1 St. Peter Strasse, Zurich, 1, *and* 1 Galeries Benjamin Constant, Lausanne. *Britannica.*
THAILAND – British Chamber of Commerce, 1041/1 Silom Road, Bangkok.
TUNIS – British Chamber of Commerce, 7 Place de la Victoire, Tunis.
TURKEY – British Chamber of Commerce of Turkey, Buldanlioglu Han, Necati Bey Caddesi No. 246, Galata, Istanbul. P.O. Box 1?0, Galata, Istanbul. *Brichamcom, Istanbul.*
UNITED STATES – British-American Chamber of Commerce, 355 Lexington Avenue, New York, 17, N.Y. *Briemcha, New York.*
British-American Chamber of Commerce of the Pacific Southwest, 643 South Flower Street, Los Angeles, 13, California.
British-American Chamber of Commerce of the Midwest, Suite 935, 209 South La Salle Street, Chicago 3, Illinois.
British-American Chamber of Commerce, 310 Sansome Street, San Francisco, 4, California.
URUGUAY – British Chamber of Commerce, Calle Cerrito 420, P. 6 Esc. 605, Montevideo. *Britchamb, Montevideo.*

Further information about these Chambers of Commerce can be obtained from the Association of British Chambers of Commerce, 68 Queen Street, London, E.C.4. (Telephone: City 7211).

Principal Commonwealth Chambers of Commerce

AUSTRALIA – Associated Chambers of Commerce of Australia, 79 London Circuit, City, Canberra, A.C.T. *Asbercom, Canberra.*
CANADA – Canadian Chamber of Commerce Inc., Room 530, Board of Trade Building, Montreal, 1. *Canchamber.*
CEYLON – Ceylon Chamber of Commerce Inc., Chamber of Commerce Building, P.O. Box 274, Colombo. *Chamber.*
CYPRUS – Cyprus Chamber of Commerce and Industry, Astir Building, Ariadnis Street 23a P.O. Box 55, Nicosia. *Chamber.*
EAST AFRICA – Association of Chambers of Commerce and Industry of Eastern Africa, P.O. Box 470, Nairobi. *Aschamcom.*
FEDERATION OF MALAYA – The Federated Malay States Chamber of Commerce, P.O. Box 197, Hong Kong and Shanghai Bank Building, Kuala Lumpur. *Commerce.*
FEDERATION OF RHODESIA AND NYASALAND – Associated Chambers of Commerce of Rhodesia and Nyasaland, York House, Angwa Street, Salisbury, S. Rhodesia, P.O. Box 1934. *Resolve.*
GHANA – Ghana National Chamber of Commerce, P.O. Box 2325, Accra.
INDIA – Associated Chambers of Commerce of India, Royal Exchange, Calcutta, 1. *Assocham.*
NEW ZEALAND – Associated Chambers of Commerce of New Zealand, Dumbarton Building, 185 Willis Street, Wellington. *Vigilance.*
NIGERIA – Association of Chambers of Commerce in Nigeria, 35/37 Martins Street, P.O. Box 109, Lagos. *Commerce, Lagos.*
PAKISTAN – Karachi Chamber of Commerce and Industry, Chamber of Commerce Building, Wood Street, Box No. 4833, Karachi, 2. *Assochap.*
SIERRA LEONE – Chamber of Commerce of Sierra Leone, P.O. Box 502, Freetown.
WEST INDIES – Incorporated Chambers of Commerce of the British Caribbean, c/o Barbados Chamber of Commerce, Barbados.

Further information about the Chamber of Commerce movement in the Commonwealth can be obtained from Federation of Commonwealth and British Chambers of Commerce, 69 Cannon Street, London, E.C.4. (Telephone: City 4444, Ext. 118).

British Business Organizations Overseas

AUSTRALIA – Australia/British Trade Association, 578 Bourke Street, Melbourne, C.1. *Ausbritman, Melbourne.*
CANADA – British Trade Centre, 100 University Avenue, Toronto. *Britcan, Toronto.*
British Trade Centre, Arrowhead Building, 2100 Drummond Street, Montreal. *Cabmevan.*
NEW ZEALAND – United Kingdom Manufacturers' and New Zealand Representatives' Association (U.K.M.A.N.Z.R.A.), 310 D.L. Building, Customhouse Quay, Wellington, C.1. *Transtrade.*
PERU – Peruvian-British Trade Centre, Camana 993, Fourth Floor, Lima.
SOUTH AFRICA – British Manufacturers' and Representatives' Association, 513/517 Empire Building, corner Kruis and Market Streets, P.O. Box 3264, Johannesburg. *Union.*
VENEZUELA – Anglo-Venezuelan Trade Association, and the British Trade Promotion Centre, Apartado Del Este 5713, Edificio Sokoa, Oficina 7, Plaza Chacaito, Caracas. *Britrade, Caracas.*

first agreement which Iceland has concluded with an Eastern European country which provides that all payment for goods shall be in free currency. There is no list of goods to be exchanged nor any provision about the volume of trade in either direction.

Cyprus and Turkey

A TRADE Agreement between Cyprus and Turkey was signed on November 9, 1963. It provides that the two Governments will facilitate trade and tourism between both countries.

Payments under the agreement, which is valid initially for one year, will be in convertible currency.

REGIONAL HELP FOR EXPORTERS

The services of the Export Sections of the Board of Trade Regional Organizations are freely available to you. Each of these Export Sections is closely linked with the Board of Trade Headquarters and thus with the Overseas Offices of H.M. Government. The Controller and his staff will give you all possible help in your efforts to sell your goods overseas.

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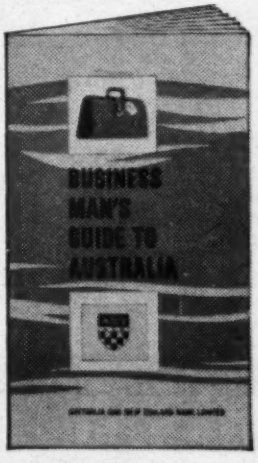

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Information for United Kingdom exporters

Brief details are given below of overseas inquiries for United Kingdom products, contracts open for tender, reports on commercial conditions abroad, export trade openings, etc., issued recently by the Export Services Branch, Board of Trade, to subscribers to the 'Export Service Bulletin'.

The Bulletin, published three times a week, with a weekly Supplement, is available to United Kingdom manufacturers and exporters at a subscription of £10 10s. a year. A subscription form can be obtained from the Export Services Branch, Board of Trade, Room E.11, Hillgate House, 35 Old Bailey, London, E.C.4 (City 5757, Ext. 433) (Telex 25977). Copies of particular Bulletins containing further details of the items referred to below can be obtained from the same address on remittance of cash with order of the sum of 2s. per copy.

Calls for tender

Inquiries connected with the calls for tender mentioned below should be addressed to the Export Services Branch, Board of Trade, Hillgate House, 35 Old Bailey, London, E.C.4. (Inquiries by telephone: City 5757, Ext. 406 and 404). Reference numbers should always be quoted. The date given is the closing date for tendering. It refers to the current year unless otherwise indicated.

Tender documents are available for loan in those cases marked with an asterisk.*

ARGENTINA

Gas Recovery Plants for Gas del Estado. Closing date postponed to January 31, 1964. E.S.B. 16508/63.*

AUSTRALIA

Cooling Towers for Southern Electricity Authority of Queensland. January 13, 1964. E.S.B. 37456/63.

Railway Equipment for Queensland Railways Department. January 7, 1964. E.S.B. 37425/63.

Tunnel Construction for Snowy Mountains Hydro-Electric Authority. (Advance Information.) January 6, 1964. E.S.B. 36451/63.

Weights for Commonwealth Stores Supply and Tender Board. December 19. E.S.B. 37474/63.*

Postmaster-General's Department

Coaxial Cable. January 23, 1964. E.S.B. 37455/63.*

H.F. Broadcasting Transmitters. February 13, 1964. E.S.B. 36759/63.*

Western Australian Government Tender Board:

Axle Box Liners. December 19. E.S.B. 37426/63.*

Stockinette. December 19. E.S.B. 37427/63.*

BOLIVIA

Hydro-Electric Project for Ministerio de Economia. (Prequalification Information.) E.S.B. 26345/62.

BURMA

Pharmaceuticals for Burma Pharmaceutical Industry. December 16. E.S.B. 37611/63.*

Civil Stores Committee:

Medicine and Toilet Raw Materials. December 16. E.S.B. 36903/63.*

Hand Tools. January 2, 1964. E.S.B. 36976/63.*

Machine Tools. December 30. E.S.B. 36987/63.*

Generating Sets. December 30. E.S.B. 36988/63.*

Hand Tools. January 2, 1964. E.S.B. 36928/63.*

Portable Saws. January 2, 1964. E.S.B. 36931/63.*

Electric Motors. December 30. E.S.B. 36937/63.*

Measuring Tapes. December 31. E.S.B. 36934/63.*

Toilet Preparations. (Further Information.) E.S.B. 29334/63.*

Grinders. December 30. E.S.B. 36936/63.*

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Hand Tools. December 31. E.S.B. 36935/63.*

Scrapers. December 31. E.S.B. 36932/63.*

Hand Tools. January 2, 1964. E.S.B. 36929/63.*

Hand Tools. January 2, 1964. E.S.B. 36930/63.*

Yarns. January 6, 1964. E.S.B. 37411/63.*

CEYLON

Batteries for Gal-Oya Development Board, Amparai. December 27. E.S.B. 37628/63.

Contractors' Equipment for Colombo Municipal Council. December 24. E.S.B. 37631/63.

Cranes for Ministry of Communications. January 8, 1964. E.S.B. 32658/63.*

Rice Mill; Power Plant for Co-operative Development Commission. December 16. E.S.B. 37500/63.*

Ceylon Transport Board:

Aluminium Sheets; Tread Plates. (Further Information.) Tender documents now available. E.S.B. 35839/63.*

Aluminium Extrusions. (Further Information.) Tender documents now available. E.S.B. 35840/63.*

Windows and Windscreens. Drawings now available on loan. E.S.B. 35838/63.*

COLOMBIA

Railway Track-Scales for National Railways. December 18. Tender documents (in Spanish) now available for loan E.S.B. 37465/63.

CYPRUS

Airport Terminal Construction for Public Works Department. (Further Information.) Closing date postponed to January 31, 1964. E.S.B. 32739/63.

Sulfa Drugs for the Ministry of Health. December 14. December 14. E.S.B. 36721/63.*

EGYPT

Construction of a Shipyard for Soc. des Sucories et Distillerie d'Egypte. February 28, 1964. E.S.B. 37415/63.*

Egyptian Railways:

I.R. Tyres. December 28. E.S.B. 36991/63.

Mild Steel. January 18, 1964. E.S.B. 36994/63.

Tool Steel. December 30. E.S.B. 36992/63.

Ball Bearings. December 30. E.S.B. 36993/63.

FORMOSA

Paper Manufacturing Machinery for China Development Corporation. December 20. E.S.B. 37468/63/D.L.F.

Central Trust of China:

Castor Oil. December 17. E.S.B. 37424/63.*

Valves; Pipes and Pipe Fittings. December 17. E.S.B. 37498/63.*

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FRANCE

Paper Hand Towels for SHAPE, Paris. December 23. E.S.B. 37408/63.*

GHANA

Graders for Ghana Supply Commission. December 23. E.S.B. 37416/63.*

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Ministry of Trade:

Timber. December 27. E.S.B. 36716/63.*

Lead Ingots. January 10, 1964. E.S.B. 36766/63.*

Electric Bulbs. January 10, 1964. E.S.B. 36717/63.*

Automatic Stamp Selling Machines. (Tender Re-issued.) Closing date now December 23. E.S.B. 16541/63.*

Syphons and Accessories. January 10, 1964. E.S.B. 37469/63.*

Timber. January 3, 1964. E.S.B. 37470/63.*

HONG KONG

Pipes and Specials for Government Tender Board. December 20. E.S.B. 36953/63.*

INDIA

Cable for Madras Port Trust. December 20. E.S.B. 37490/63.*

Construction of Power Tunnel, etc. for Kerala State Electricity Board. January 15, 1964. E.S.B. 37494/63.

Dairy Equipment for Dairy Development Department, Maharashtra. January 13, 1964. E.S.B. 36905/63.

Dam Construction Project for Rana Pratap Sagar and Kota Dams. Closing date postponed to March 2, 1964. E.S.B. 33103/63.*

Constructional Project for Nagpur Irrigation Division. January 2, 1964. E.S.B. 37446/63.

Lathe for Procurement Circle, Talwara Township. Tender documents now available. E.S.B. 35082/63.*

Sub-Station Equipment for Rajasthan State Electricity Board. Tender documents now available. E.S.B. 31460/63.*

Steel Wire Rope for Bombay Port Trust. December 24. E.S.B. 36901/63.*

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Machine Tools; Weighbridge for Industries and Commerce Directorate, Madras. December 16. E.S.B. 37445/63.*

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Steel Billets for Railway Board. December 20. E.S.B. 37000/63.*

Maharashtra State Electricity Board:

Diesel Generating Sets. December 17. E.S.B. 36906/63.

Thermal Power Plant Piping. Closing date postponed to January 2, 1964. E.S.B. 34008/63.*

The Department of Supplies and Disposals:

Lathe. January 14, 1964. E.S.B. 37491/63.*

Lead. January 9, 1964. E.S.B. 37492/63.*

Mysore State Electricity Board:

Cable. January 22, 1964. E.S.B. 36998/63.*

Transformers. January 16, 1964. E.S.B. 36999/63.*

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Shaper. December 11. E.S.B. 36910/63.

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Laboratory Equipment. December 18. E.S.B. 37448/63.

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Circuit Breakers. January 2, 1964. E.S.B. 37450/63.

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Cable. December 28. E.S.B. 36985/63.*

Pumping Sets. December 24. E.S.B. 36982/63.*

Electric Starters. December 26. E.S.B. 36983/63.*

Pumping Sets. December 27. E.S.B. 36984/63.*

U.P. State Electricity Board:

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Air-Conditioning Plant. December 30. E.S.B. 37440/63.

Hydro Generating Sets. January 27, 1964. E.S.B. 37403/63.

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Lightning Arresters. Tender documents now available. E.S.B. 34797/63.

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Steel Fencing. December 30. E.S.B. 37436/63.

Transformer. December 26. E.S.B. 37439/63.

Electrical Measuring Instruments. January 16, 1964. E.S.B. 37407/63.

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Iranian State Railways:

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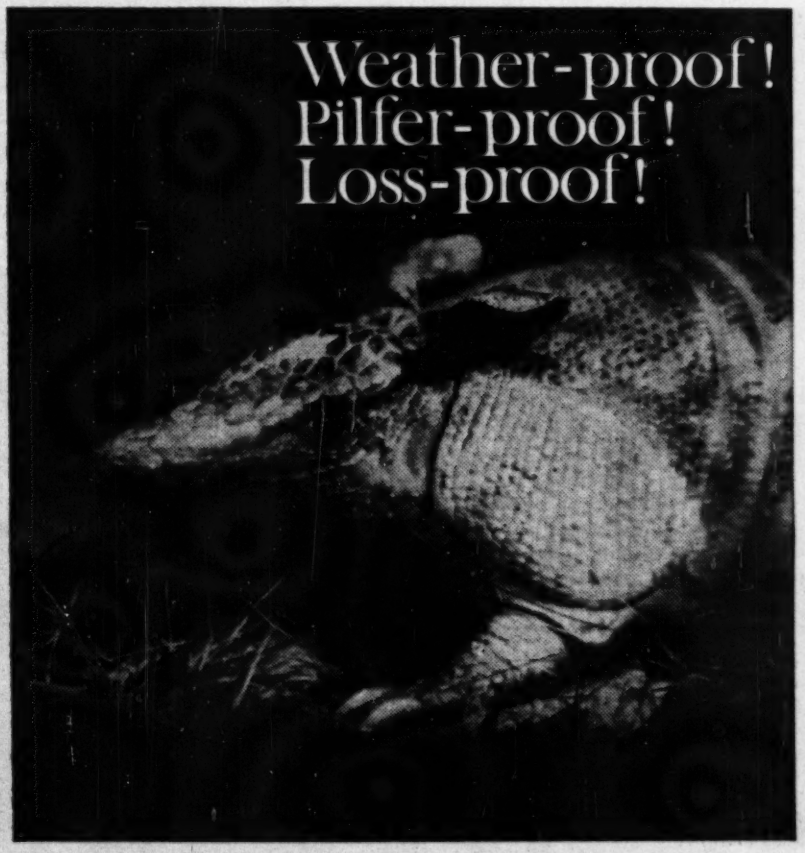

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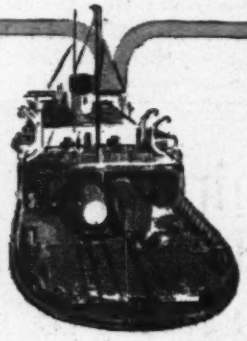

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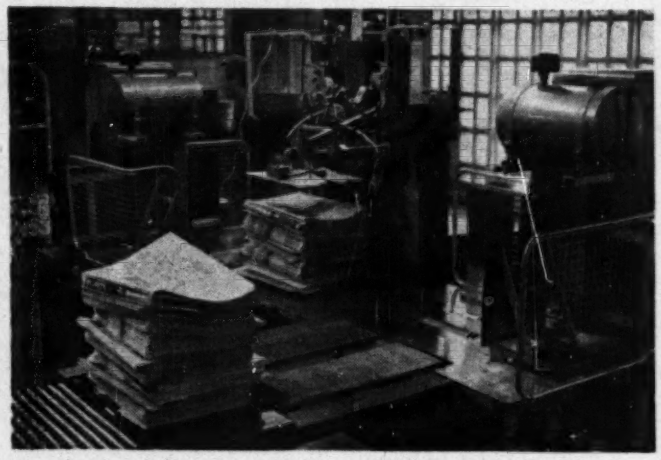

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Distribution Line Material for West Pakistan Water and Power Development Authority, Lahore. January 2, 1964. E.S.B. 37467/63./D.L.F.
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Hydro-Electric Scheme for Electricity Supply Commission, Nyasaland. January 21, 1964. E.S.B. 31829/63.
Valves and Fittings for the Tender Board. January 3, 1964. E.S.B. 36961/63.*

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Crane for Sudan Railways. December 31. E.S.B. 37464/63.*
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Twill. December 18. E.S.B. 36966/63.*
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United States Army Engineers:
Generators. Closing date postponed to January 9, 1964. E.S.B. 31752/63.*
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Electric Pumps, Accessories and Spares. January 16, 1964. Tender documents (in Spanish) available. E.S.B. 37475/63.*

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A report on Le Havre and its region. (E.S.B. 35754/63.)

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Agency inquiry for carpets. (E.S.B. 36560/63.)
Economic report, August-September 1963. (C.R.E. 5810/63.)

Kenya
Agency inquiry for chemists' sundries; fancy goods; toiletries. (E.S.B. 23609/63.)

Malaysia
Agency inquiry for cotton bleached buckram; cotton thread; elastic fabrics and braids. (E.S.B. 37161/63.)

Mauritius
Agency inquiry for textiles. (E.S.B. 36534/63.)

Mexico/Poland
Trade Agreement. (C.R.E. 4047/G.)

Mexico/United Arab Republic
Trade Agreement. (C.R.E. 2701/G.)

Morocco
Three-year development plan for Casablanca. (E.S.B. 36848/63.)

Netherlands
Agency inquiry for aluminium diecasting. (E.S.B. 29844/63.)
Inquiry for aluminium name plates. (E.S.B. 37252/63.)
Inquiry for aerosol products. (E.S.B. 36658/63.)
Economic report, September 1963. (C.R.E. 3476/G.)

Nigeria
Inquiry for asbestos products. (E.S.B. 35619/63.)
Economic report, July-September 1963. (C.R.E. 4866/1963.)

New Zealand
Agency inquiry for chemicals; plastics recording; biscuits. (E.S.B. 37278/63.)
Agency inquiry for machinery for the clothing industry; footwear materials and components. (E.S.B. 37168/63.)

Pakistan
Inquiry for pipe making machinery. (E.S.B. 36000/63.)

Peru
Economic report, October 1963. (C.R.E. 1086/63.)

Philippines
Inquiry for boot and shoe machinery; leather working machinery. (E.S.B. 37217/63.)

Saudi Arabia
Inquiry for road construction equipment. (E.S.B. 23311/63.)

South Africa
Agency inquiry for printing paper; chemicals. (E.S.B. 36640/63.)
Agency inquiry for hydraulic units. (E.S.B. 37011/63.)
Inquiry for printing accessories; pop rivets. (E.S.B. 35271/63.)
Market report on cotton and man-made fibre. (E.S.B. 35129/63.)

Spain
Inquiry for electric elements. (E.S.B. 36547/63.)
Manufacture under licence – agricultural machinery; construction machinery. (E.S.B. 36803/63.)
Plan for economic development. (C.R.E. 14151/62.)

Sudan
Inquiry for glue manufacturing machinery. (E.S.B. 36664/63.)

Sweden
Agency inquiry for pharmaceutical machines and equipment. (E.S.B. 36810/63.)
Agency inquiry for printing machinery; plastics machinery. (E.S.B. 37152/63.)
Inquiry for brakes couplings for caravans. (E.S.B. 36371/63.)

Switzerland
Agency inquiry for woollen yarn. (E.S.B. 37127/63.)
Agency inquiry for aircraft instruments. (E.S.B. 37277/63.)
Agency inquiry for magnetic vibrators. (E.S.B. 37042/63.)
Inquiry for knitwear. (E.S.B. 36896/63.)
Inquiry for aluminium strip. (E.S.B. 36843/63.)

Syria
Agency inquiry for asbestos. (E.S.B. 35798/63.)

Thailand
Economic report, October 1963. (C.R.E. 2653/60.)

Trinidad and Tobago
Second five-year plan 1964-1968. (E.S.B. 24891/63.)

Turkey
Inquiry for engine accessories. (E.S.B. 37031/63.)
Inquiry for plant for making beeswax combs; egg boxes and trays. (E.S.B. 36559/63.)

U.S.A.
Agency inquiry for pharmaceuticals. (E.S.B. 36661/63.)
Agency inquiry for textile machinery. (E.S.B. 36687/63.)
Inquiry for structural steel. (E.S.B. 37091/63.)
Inquiry for diamond cutting wheels. (E.S.B. 36665/63.)
Inquiry for electronic tools; tachometers; plastics products; machine tools. (E.S.B. 36522/63.)
Inquiry for steel clamps; plastics pipe joints. (E.S.B. 36630/63.)
Inquiry for nails; reinforcing rods. (E.S.B. 37093/63.)
Inquiry for nails; wire and mesh; reinforcing rods. (E.S.B. 37092/63.)

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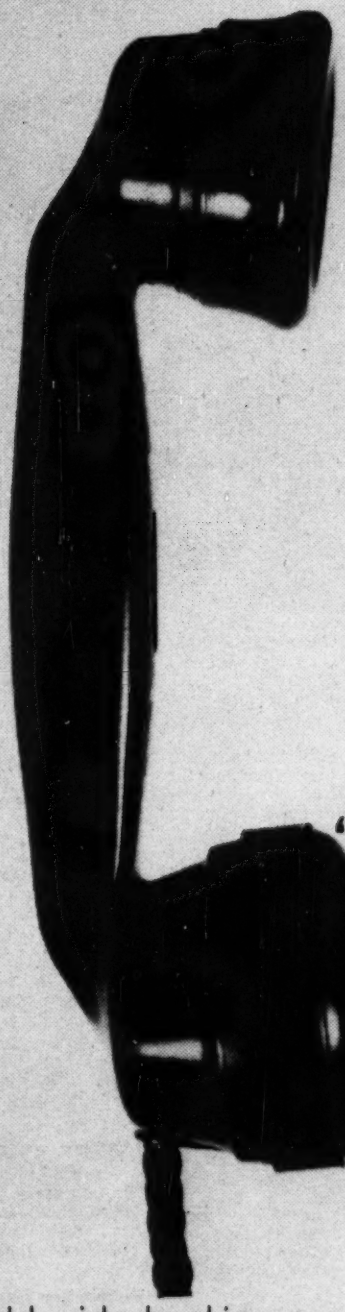

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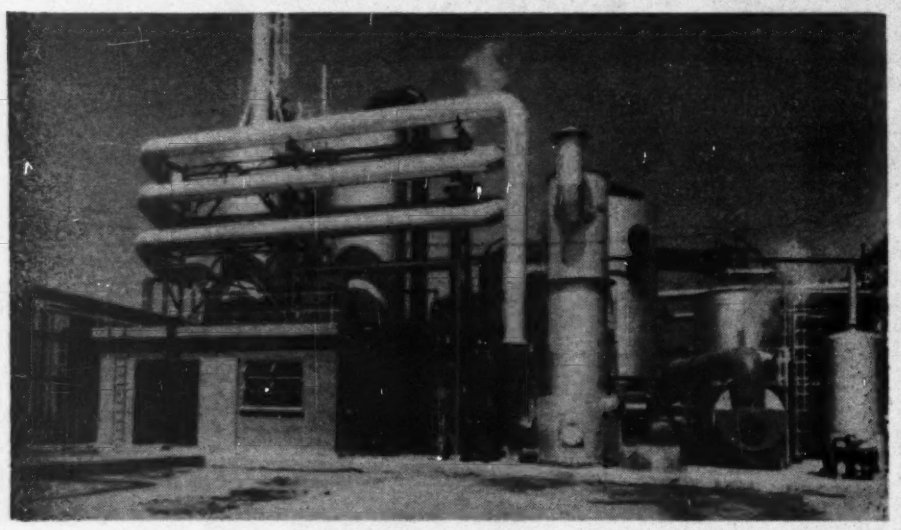
Recent export orders

United Kingdom firms are invited to send in brief details of new export orders or contracts for publication on this page.



This 100-ton-a-day sulphuric acid plant at Monterrey Mexico, was built by Simon-Carves Ltd., Stockport, in only seven months. The contract placed by Celulosa y Derivados S.A., included site preparation as well as all civil construction and erection.

Generating plant for Australia

C. A. Parsons & Co. Ltd., Newcastle-upon-Tyne, have secured a further order valued at about £1 million for a 120,000 kW. steam turbo-generator for the Electricity Trust of South Australia. Condensing and feed-heating plant have also been ordered.

British pumps for foreign tankers

Thom, Lamont and Co. Ltd., Paisley, have won an order from the Nissho Co. Ltd., for pumps for four tankers to be built by the Kure Shipbuilding and Engineering Co., of Japan. The firm has also secured orders for oil fuel transfer, bilge, stripping and tank cleaning pumps for fifteen Russian tankers to be built in Yugoslavian yards.

Three cable reel nailing machines ordered by the United States

The largest single order for a cable reel nailing machine has been telephoned from the United States to Matthew Wylie & Co. Ltd., Glagow. The $86,000 order is for three machines.

Magnets for West Germany

A contract for seven magnets worth £55,000 has been received by Lintott Engineering Ltd., Horsham, from Deutsches Elektronen Synchroton, of Hamburg.

Diesel engine contract from Mexico

Rolls-Royce Ltd., Shrewsbury, have obtained an order from Mexico for over 100 diesel engines to power locally manufactured deep well pumps for land irrigation. The total value of the order including installation on site is over $2 million.

Food flies West

A BOAC Boeing 707 jetliner which left London Airport for Chicago on November 15 included in its cargo 600 lbs. of canned haggis and 1,100 lbs. of Scotch broth made by W. A. Baxter and Sons Ltd., of Fochabers, Scotland, which was served at the annual dinner of the Illinois St. Andrew's Club on November 30. Earlier in the month, on November 6, another BOAC aircraft which left London for Washington included in its freight 600 lbs. of frozen Dover soles, a gift from the Ross Group of Grimsby, of which 450 lbs. was served at the International Charity Ball, the remaining 150 lbs. being consigned to the YWCA Food Fair at the British Embassy.

Winder exports

M. B. Wild & Co. Ltd., Birmingham, have in the past year executed export orders for winders worth nearly £270,000 to be delivered to Ghana, Turkey, India and Chile.

Diesels for Finland

Leyland Motors Ltd. have secured a repeat order for 260 automotive diesel engines and 200 gearboxes worth £200,000, placed by Oy Suomen Autoteollisuus A.B., the Finnish bus and lorry manufacturer.

Blending plant for Durgapur steelworks

G.E.C. (Engineering) Ltd., Erith, have received two orders for blending plant worth about £164,000 for extensions to the Durgapur Steelworks of Hindustan Steel Ltd., India. The first order, received through Head Wrightson Iron and Steel Works Engineering Co. Ltd., includes two Mark III Robins Messiter reclaiming machines, a double wing stacker and four apron feeders. The second order, placed by Simonacco Ltd., is for a wing stacker and the up-rating of an existing wing stacker.

Thunderstorm location in Germany

The West German Government Federal Office for Weapons Technology and Procurement have signed a contract with Rank Cintel of the Rank Organisation, London, for the supply of four complete atmospheric direction-finding equipments, together with accessories and spare parts. Value of the contract including installation is £40,000.

Egypt buys netting

Barnard Ltd., Norwich, have negotiated a £4,000 order with the General Egyptian Organisation for Aquatic Resources, of Cairo, for hexagonal mesh galvanized wire netting in three mesh sizes to be used for fish traps.

Concord for American Airlines

A contract has been signed with American Airlines for the purchase of four Concord airliners from British Aircraft Corporation, London, and Sud Aviation, of France. The contract, worth approximately £14 million, specifies a cruising speed of about Mach2·2 with a range of 3,600 miles with a payload of not less than 20,000 lbs.

South Africa buys delivery vans

Clover Dairies (Pty) Ltd., of Durban, have bought a number of battery powered electric dairy trucks. The 1½ ton and 2 ton chassis were supplied by Smith's Delivery Vehicles Ltd., Gateshead on Tyne, and fitted with bodies by Clover. The electric equipment is supplied by Associated Electrical Industries.

Red Carpet for Russia

Though Russians have a world-wide reputation as carpet makers they have placed an order with Shildon Carpets Ltd., Durham, for 100 per cent Bri-Nylon floor covering. Red was one of the colours selected.

Rumanian bakeries contract

Masinimport, the Rumanian state buying organization, have placed an order with Henry Simon Ltd., Stockport, for flour bulk handling and distributing systems for new bakeries at Bucharest and Galati.

Hungary orders flooring

Semtex Ltd., flooring division of the Dunlop Group, have received their first order from Nikex, the Hungarian trading company for products of heavy industry. The order was for Fleximer, a jointless floor surfacing.

Pumps for India

Coventry Climax Engines Ltd., Coventry, have gained the largest ever export contract for portable fire pumps. Worth nearly £70,000 it is for 250 FWMP ultra-lightweight fire pumps for the Indian Government for use in national defence.

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Export tours of U.K. businessmen

The United Kingdom businessmen listed below are among those who will be calling or who have recently called at H.M. Government's overseas posts during their current visits to export markets. Overseas officers are able to give varied assistance to United Kingdom businessmen going abroad by providing itineraries, introductions to overseas buyers, suitable agents and so on. Firms who wish to use these official services should make contact in advance with the regional offices of the Board of Trade or with Export Services Branch, Hillgate House, London E.C.4. At the same time they are invited to send advance details of their overseas tours to the Editor for publication in the Board of Trade Journal.

Selling art reproductions in West Indies

Sir John Kennaway, export manager of Urszenyi Reproductions Ltd., London, is undertaking a six-weeks sales tour of Trinidad, Jamaica, Bermuda, Nassau and Barbados, starting on December 15. Urszenyi Reproductions are picture and print dealers and Sir John Kennaway is making the first visit abroad for this new company to try to raise orders for their products, especially large lithographs, postcards etc.

Cryogenics expert's visit to Scandinavia

Mr. William Edgeley, Cryogenics technical representative (Europe) of W. P. Butterfield (Engineers) Ltd., Shipley, Yorks, is visiting Sweden and Denmark for a week starting on December 9. Cryogenic vessels are used for the storage and transportation of industrial gases in liquid form at temperatures below –150°C. Butterfields have already sent quotations to a number of leading industrial gas manufacturers in Sweden and Denmark. Mr. Edgeley is to discuss and develop the quotations and specifications with these firms and will establish contact with other potential customers. Mr. Edgeley has recently returned from an intensive sales tour in northern Italy and reports that his visit produced requests for a score of tenders, quotations and specifications from a dozen Italian firms and a number of leading Italian engineers accepted invitations to visit the Butterfield plant at Shipley.

Sales trip to Middle East oil companies

Mr. D. M. Brotherton, managing director of The Dermond Engineering Co. Ltd., London, left the United Kingdom on December 5 to commence a tour of Beirut, Teheran, Kuwait and Qatar. His object is to increase the export sales of his company's marine and stationary diesel engines and generating sets. He will visit a number of oil companies where this type of machinery is particularly suitable as powerhouse equipment.

Dental Equipment for the Sudan

Mr. C. Rosen, general manager of The Virilium Co. Ltd., London, has made arrangements for the company's technical director to travel to Khartoum in the New Year. He has been invited by the Sudanese Government to visit the Ministry of Health and he will also contact individual firms for the sale of his company's products, which are low vacuum aspirators for dental work, and other items of dental equipment.

Round-the-world business trip

Mr. W. H. Holmes, managing director of M.T.E Control Gear Ltd., Leigh-on-Sea, Essex, left London Airport last week on a round-the-world business trip to consolidate and increase sales in Canada, Australia, New Zealand and Hong Kong.

This visit is the second of its kind undertaken by Mr. Holmes in less than twelve months and is in keeping with his company's policy of maintaining personal contact with its overseas customers, Associated Companies and distributors.

M.T.E's export drive is now beginning to show encouraging results particularly in the Commonwealth countries where associated companies or distributors are assembling components and building control panels on similar lines to the dual service offered to United Kingdom industries.

A LIBRARY FOR EXPORTERS

Foreign trade statistics and other economic statistics from almost every country in the world are freely available for reference in the Board of Trade **Statistics and Market Intelligence Library** *at Hillgate House, 35 Old Bailey, London, E.C.4. This is a modern well-equipped library of over 85,000 volumes. It has a reading-room for visitors, and provides a document-copying service. There are trade directories covering 150 countries, and an expanding collection of trade catalogues of foreign manufacturers.*

The library opens from 9 to 5.30, Mondays to Fridays. Tel. City 5757, Ext. 368, or Telex No. 25977.

EXPORT DRIVE

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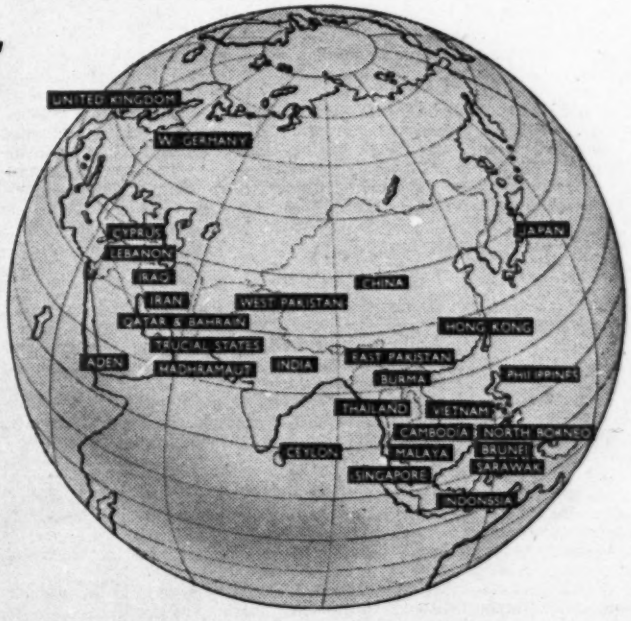

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Tariff, Customs and Import Regulations in overseas countries

The Lists of Tariff, Customs and import regulation changes in overseas countries published in this section of the Journal sometimes contain words which are registered trade marks in the United Kingdom. So far as is practicable, all lists of goods are checked before publication from this point of view.

Items which fall into this category will now be preceded by the letters 'r t m'. Readers of the Journal should note that this prefix signifies that the words are registered as trade marks in the United Kingdom, but that is the present context they are assumed to refer generally to products of the description stated in brackets.

While every attempt will be made to ensure that the scrutiny is complete, the lists may contain other words which are registered as trade marks in the United Kingdom or in other countries but which it has not been possible to identify.

IRISH REPUBLIC

Turnover tax

THE GOVERNMENT of the Irish Republic have made Orders entitled the Turnover Tax (Exempted Activities) (Nos. 4, 5, 6, 7 and 10) Orders, 1963. These Orders remove from the scope of the Turnover Tax internal sales of the goods listed below:

Order No. 4

Sales of asphalt, bitumen, pitch and tar in the form in which those substances are commonly supplied for the construction of roads.

Order No. 5

Sales of articles of steel or aluminium of a kind commonly used in the construction of buildings (including haybarns, harbours, bridges and roads) which are angles, tees, joists, channels, bars (square, rectangular or round), tubes, plates and wire, in the form of beams, joists, stanchions, trusses, purlins, stays, bases, stiffeners, frames and reinforcement, whether fabricated or assembled or not, including shuttering, curtain walling, piling and scaffolding, and the fittings, bolts, nuts and rivets used in the assembly thereof, but not including door or window frames (other than curtain walling), doors, partitioning or other internal fittings.

Order No. 6

SCHEDULE

PART I

Sales of articles (other than hand tools) of any of the following descriptions, namely:

Lifting, handling, loading or unloading machinery, telphers and conveyors (for example, lifts, hoists, winches, cranes, transporter cranes, jacks, pulley tackle, belt conveyors and teleferics).

Excavating, levelling, boring and extracting machinery, stationary or mobile, for earth, minerals or ores (for example, mechanical shovels, coal-cutters, excavators, scrapers, levellers and bulldozers); pile-drivers and extractors.

Air compressors.

Machines designed, constructed and intended for use in manufacturing, processing, spreading and finishing asphalt, bitumen, tar, tarmacadam, concrete and mortar (including concrete blocks and beams).

Motor vehicles designed, constructed and intended for the transport of goods or materials.

Works trucks, mechanically propelled, of the types used in factories or warehouses for short distance transport or handling of goods.

Tractors.

Machine-tools for working wood, metal, metallic carbides, stone, ceramics, concrete, asbestos-cement and like mineral materials, or for working glass in the cold.

Electrical generating sets other than generating sets for use in cycles, motor vehicles, domestic appliances, or hand tools.

Internal combustion piston engines other than those capable of being used in motor vehicles designed for the carriage of persons by road.

Stationary engines.

Road rollers.

Machinery for sorting, screening, separating, washing, crushing, grinding or mixing earth, stone, ores or other mineral substances.

Pumps for pumping water, sludge and concrete.

Steam and other vapour generating boilers.

PART II

Trailers designed for traction by a mechanically propelled vehicle, including semi-trailers for articulated motor vehicles, but not including caravans.

PART III

Equipment, tools and parts which are specially designed for use with any of the articles specified in Parts I and II of the Schedule to this Order and are not normally used for any other purpose.

Order No. 7

Sales of articles of any of the following descriptions:

Railway and tramway locomotives, rolling stock, and parts thereof; railway and tramway track fixtures; traffic signalling equipment of all kinds (including fog signals).

Railway wood sleepers.

Railway and tramway track construction material of iron or steel; rails, check-rails, switch blades, crossings (or frogs), crossing pieces, point rods, rack rails, sleepers, fishplates, chairs, chair wedges, sole plates, rail chips, bedplates and ties.

Order No. 10

Sales (other than sales of hydrocarbon oils for road transport or sales of motor vehicles designed for the conveyance of persons by road) to bodies corporate which establish to the satisfaction of the Revenue Commissioners that their main activity consists of the transport of passengers or goods outside the State or the maintenance of lightships or lighthouses.

Previous announcements about the Turnover Tax were published in the *Board of Trade Journal* of October 25, (pages 921–922) and November 22 (page 1176).

EUROPEAN ECONOMIC COMMUNITY

Tariffs in the European Economic Community

THE *Journal Officiel des Communautes Europeennes* dated November 22, contains the text of a Decision taken by the Council of the European Economic Community to temporarily suspend the Common Tariff for the following item:

Tariff Heading	Description of Goods	Common Tariff
17·01	Beet and cane sugar, solid	Total suspension until March 31, 1964

Further translations of EEC Regulations

THE FOLLOWING further translations of EEC Regulations are now available from H.M. Stationery Office, Kingsway, London, W.C.2, and branches. To obtain copies of these Regulations by post, orders and remittances, including postage, should be addressed to H.M. Stationery Office, P.O. Box 569, Cornwall House, London, S.E.1.

Regulation No. 78/63	To amend and supplement certain provisions of Regulations Nos. 3 and 4 (Seasonal workers and other workers not permanently resident in the country to whose legislation they are subject).	Price 1s. 3d.
Regulation No. 79/63	Adjusting and laying down sluice-gate prices for farmyard poultry eggs and live and slaughtered farmyard poultry and laying down levies on farmyard poultry eggs in shell, live poultry not exceeding 185 grammes weight per head and slaughtered poultry imported from third countries from August 1 to September 30, 1963.	Price 8d.
Regulation No. 82/63	To amend the Annex to the Commission's Regulation No. 68.	Price 5d.

EFTA. A notice about origin rules for infants' embroidered outer garments is published on page 1244.

FRANCE

Customs Modifications

THE FRENCH *Journal Officiel* of November 24, announced the following modifications to the customs tariff:

Tariff No.	Description	Reduced Rate of Duty
78.01	Unwrought lead (including argentiferous lead); lead waste and scrap:	
	A. Unwrought	6·51 Francs per 100 kg. net
78.02	Wrought bars, rods, angles, shapes and sections, of lead, lead wire	10%
78.03	Wrought plates, sheets and strip of lead, weighing more than 1,700 kg. per square metre	10%
78.04	Lead foil (whether or not embossed, cut to shape, perforated, coated, printed or backed with paper or other reinforcing material), of a weight per square metre (excluding any backing) not exceeding 1,700 kg.; lead powder and flakes:	
	A. Lead foil:	
	I. Backed	15%
	II. Other	10%
	B. Lead powder and flakes	5%
78.06	Other articles of lead:	
	B. Other	17%
79.01	Unwrought zinc; zinc waste and scrap:	
	A. Unwrought:	
	I. Unalloyed	8·10 Francs per 100 kg. net
	II. Alloyed	9·50 Francs per 100 kg. net
79.02	Wrought bars, rods, angles, shapes and sections, of zinc, zinc wire:	
	A. Of unalloyed zinc	10%
	B. Of alloyed zinc	10%
79.03	Wrought plates, sheets and strip, of zinc; zinc foil; zinc powders and flakes:	
	A. Wrought plates, sheets and strip:	
	I. Of unalloyed zinc	10%
	II. Of alloyed zinc	10%
	B. Powders (including dust) and flakes:	
	I. Dust	7%
	II. Other	7%
79.04	Tubes and pipes and blanks therefor, of zinc; hollow bars and tube and pipe fittings (e.g. joints, elbows, sockets and flanges), of zinc:	
	A. Tubes, pipes and blanks therefor, of zinc:	
	I. Of unalloyed zinc	13%
	II. Of alloyed zinc	13%
	B. Tube and pipe fittings	15%
79.05	Gutters, roof capping, skylight frames and other fabricated building components, of zinc	14%
79.06	Other articles of zinc:	
	A. Woven wire (including wire gauze, wire cloth) and expanded metal	16%
	B. Slate hooks and the like (tile hangers, brick supports, vine hooks, etc.)	16%
	C. Other	16%
81.04	Other base metals, unwrought or wrought:	
	B. Cadmium:	
	II. Wrought	10%

The French text of the above notice may be seen at the Export Services Branch (Tariff Section), Room E.38, Board of Trade, Hillgate House, 35 Old Bailey, London, E.C.4.

Modifications to French customs tariff

THE NOTICE about modifications to the French customs tariff appearing in the *Board of Trade Journal* of November 29, page 1228, should be amended as follows:

Tariff items Nos. 54.03 A II a 1 and B I b should read 'Unbleached' instead of 'Bleached'.

PORTUGUESE EAST AFRICA (MOZAMBIQUE)

Liquidation of Indian assets

H. M. CONSULATE-GENERAL in Lourenco Marques have reported that the impending liquidation of the following Indian businesses has been announced. Claims against their assets must be submitted by December 30.

District of Lourenco Marques

Pema Dulabh, Ranchodas Mathuradas, Odhavjee Amarchi, Jamnadas Karsandas, Dwarcadas Popatlal, Mohanlal Popatlal Haribhai, Odhavjee Gokaldas (Heirs).

Inquiries about this notice should be addressed to Commercial Relations and Exports Department, Board of Trade, Horse Guards Avenue, London, S.W.1. (Tel. Trafalgar 8855, Ext. 3082).

ITALY

Modifications to turnover tax and compensation tax on some luxury products

THE ITALIAN *Gazetta Ufficiale* of October 30, 1963, published Law No. 1459, making certain changes in the turnover tax and in the compensation tax for imported goods, applying to the following categories:

Tariff Heading	Description	New Rate of Tax
43.01 A 43.02 A I a 43.03 A I 43.03 C I	Fine furskins	12%
22.05 A	Sparkling wines, bottled	12%
71.02 A 71.02 B II 71.03 A 71.03 B II	Precious stones, including synthetic stones and those used for scientific purposes, but excluding those for industrial purposes	12%
71.01	Pearls, natural and cultured	12%
22.09 C III b	Liqueurs and aperitifs with an alcoholic base	10%
97.04 97.06	Playing cards and other equipment and accessories for games	10%
Chapter 99	Antiques of all kinds, curios, old books and collectors' items including stamps, paintings, water-colours, pastels, drawings, sculptures and etchings by dead artists	10%

The new rates applying to the final item (antiques, etc.) do not apply to acquisitions made on behalf of the State or Local Authorities, or to those made by museums, Universities and cultural establishments: in these cases the rate remains at 5·3 per cent *ad valorem*.

The Italian text of this notice may be seen at the Export Services Branch (Tariff Section), Room E.39, Board of Trade, Hillgate House, 35 Old Bailey, London, EC.4. (Tel. City 5757, Ext. 450).

GHANA

Notice to importers

THE FOLLOWING CORRECTION has been made to the Ghana Notice to Importers No. 237, published in the Board of Trade Journal November 29, 1963, page 1226:-

Description	Group/Item No.
For Matches	695-120
Read Matchets	695-120

REPUBLIC OF SENEGAL

Quotas for Tea, Beer, Clothing

THE SENGALESE authorities have announced the opening of an additional quota for tea under the global import programme, which is to the value of two million French francs. The closing date for quota applications is December 22.

Quotas were also opened for beer (value 172,618 Fr. francs) and knitted goods, clothing, second hand clothing and rags (value 200,000 Fr. francs) but these quotas were to be applied for by November 30 last. They were not published until November 22 however, and reached this country too late for effective publication.

Inquiries regarding this notice should be addressed to Export Services Branch, Board of Trade, Room E38, Hillgate House, 35 Old Bailey, London, E.C.4.

AUSTRALIA

Details of tariff changes

DETAILS ARE GIVEN below of changes made in the Australian Tariff by Customs Proposals which came into effect on October 31, 1963. Deletions from and additions to the Customs Tariff are shown by square brackets and italics respectively.

Tariff Item	Goods	Former Duties			New Duties		
		British Preferential	Most-Favoured-Nation	General	British Preferential	Most-Favoured-Nation	General
335	Paper and paperboard in rolls or in sheets:						
	(G) Impregnated, coated, surface-coloured, surface-decorated or printed (not being merely ruled, lined or squared (sub-item (F)) not covered by a succeeding sub-item, by Item 118 (B), Item 336, Item 337, Item 338 or Item 339:						
	(3) (a) Printed or embossed with words, letters or figures and by reason of such printing or embossing recognizable as suitable for use as a wrapping medium *or in the covering of containers for goods* . . . . . per ton	£84	£154	£160		No change	
	or *ad val.*	22½%	57½% Primage duty	65%			
	whichever rate returns the higher duty. *ad val.*	Exempt	5%	10%			
	(b) Billheads, memorandum and other printed, ruled or engraved forms [(i.e. loose leaf and in sizes not covered by Item 336 (E))] *and paper defined for cutting or folding into such forms* . . . . . per cwt.	£4 4s. 0d.	£7 14s. 0d.	£8		No change	
	or *ad val.*	22½%	57½% Primage duty	65%			
	whichever rate returns the higher duty. *ad val.*	Exempt	5%	10%			
	[(4) Having a substance not exceeding 205 grams per square metre, not covered by paragraph (2) or (3):						
	(a) Gummed . . . . . *ad val.*	20%	30%	40%	} No change (Under new Items 335 (G) (4) (a) (1) and (G) (4) (a) (2))		
	(b) Waxed, not gummed . . . . . *ad val.*	20%	30%	40%			
	(c) Wrapping, having a substance exceeding 22 grams per square metre, not coated or laminated with polyethylene and not covered by sub-paragraph (a) or (b)						
	per ton	£30 13s. 4d.	£32 13s. 4d.	£35		No change	
	or *ad val.*	40%	40%	45%		(Under new Items 335 (G) (4) (f) and (G) (5) (c))	
	less per ton	£2	—	—			
	whichever rate returns the lower duty.						
	(d) Coated printing . . . . . *ad val.*	30%	30%	40%		No change	
	less per ton	£4 10s. 0d.	—	—		(Under new Item 335 (G) (4) (e) (1))	
	(e) Coated, n.e.i. . . . . *ad val.*	20%	30%	40%		No change (Under new Items 335 (G) (4) (a) (3), (G) (4) (c), (G) (4) (e) (2) and (G) (4) (g))	
	per ton					£26	£28 £30
						(Under new Item 335 (G) (4) (b))	
	(5) Other:						
	(a) Having a substance not exceeding 22 grams per square metre . . per ton	£26	£28	£30		No change (Under new Item 335 (G) (5) (a))	
	(b) Having a substance exceeding 22 grams per square metre and not exceeding 205 grams per square metre . . . . . *ad val.*	30%	40%	45%		No change (Under new Item 335 (G) (5) (e))	
	or per ton	£32 13s. 4d.	£32 13s. 4d.	£35		per ton £28 3s. 4d.	£32 13s. 4d. £35
	less *ad val.*	10%	—	—		or *ad val.* 40%	40% 45%
	whichever rate returns the lower duty.					less per ton £4 10s. 0d.	— —
						(Under new Item 335 (G) (5) (d))	
	(c) Other] . . . . . per ton	£27 13s. 4d.	£32 13s. 4d.	£35		No change	
	or *ad val.*	40%	40%	45%		(Under new Items 335 (G) (6) (a) and (G) (7))	
	less per ton	£5	—	—			
	whichever rate returns the lower duty. *ad val.*					30%	30% 40%
	less per ton					£5	— —
						(Under new Item 335 (G) (6) (b))	
	(4) *Having a substance not exceeding 205 grams per square metre, coated, whether or not also impregnated, surface-coloured, surface-decorated or printed, not covered by paragraph (2) or (3):*						
	(a) (1) *Waxed.* . . . . . *ad val.*	No change (Under former Item 335 (G) (4) (a) and (G) (4) (b))			20%	30%	40%
	(2) *Gummed, not covered by clause* (1) . . . . . *ad val.*				20%	30%	40%
	(3) *Fancy, having printed or embossed designs thereon, not covered by clause* (1) *or* (2) . . . . . *ad val.*	No change (Under former Item 335 (G) (4) (e))			20%	30%	40%
	(b) Having a substance not exceeding 22 grams per square metre, not covered by sub-paragraph (a) . . . . . *per ton*	*ad val.* 20%	30%	40% (Under former Item 335 (G) (4) (e))	£26	£28	£30
	(c) Coated with or laminated to polyethylene or other artificial plastic materials, not covered by sub-paragraph (a) or (b) . . . . . *ad val.*	No change (Under former Item 335 (G) (4) (e))			20%	30%	40%
	(d) Coated on a base paper described in sub-item (C), not covered by sub-paragraph (a), (b) or (c):						
	(1) *On vegetable parchment base* . . . . . *per ton*	No change (Under Item 335 (C) (2))			£14	£14	£16
	(2) *Other* . . . . . *ad val.*	No change (Under Item 335 (C) (3) (a))			15%	15%	20%
	less per ton				£2	—	—
	(e) Clay coated on a base paper containing no unbleached pulp or containing less than 70 per cent by weight of unbleached pulp, not covered by sub-paragraph (a), (b), (c) or (d):						
	(1) *Having a value for duty not exceeding £275 per ton; having a value for duty exceeding £215 per ton and to be used for printing purposes whether or not subsequently used for other purposes* . . . . . *ad val.*	No change (Under former Item 335 (G) (4) (d))			30%	30%	40%
	less per ton				£4 10s. 0d.	—	—
	(2) *Other* . . . . . *ad val.*	No change (Under former Item 335 (G) (4) (e))			20%	30%	40%
	(f) Wrappings, not covered by sub-paragraph (a), (b), (c), (d) or (e). . . *per ton*	No change (Under former Item 335 (G) (4) (c))			£30 13s. 4d.	£32 13s. 4d.	£35
	or *ad val.*				40%	40%	45%
	less per ton				£2	—	—
	whichever rate returns the lower duty.						
	(g) Other . . . . . *ad val.*	No change (Under former Item 335 (G) (4) (e))			20%	30%	40%
	(5) *Having a substance not exceeding 205 grams per square metre, not coated, not covered by paragraph (2) or (3):*						
	(a) Having a substance not exceeding 22 grams per square metre . . *per ton*	No change (Under former Item 335 (G) (5) (a))			£26	£28	£30
	(b) Composed of paper described in sub-item (C):						
	(1) *Vegetable parchment* . . . . . *per ton*	No change (Under Item 335 (C) (2))			£14	£14	£16
	(2) *Other* . . . . . *ad val.*	No change (Under Item 335 (C) (3) (a))			15%	15%	20%
	less per ton				£2	—	—

AUSTRALIA, continued

Tariff Item	Goods	Former Duties: British Preferential	Former Duties: Most-Favoured-Nation	Former Duties: General	New Duties: British Preferential	New Duties: Most-Favoured-Nation	New Duties: General
	(c) *Wrappings, not covered by sub-paragraph (a) or (b)* . . . *per ton* or { *ad val.* / *less per ton* — *whichever rate returns the lower duty.*	No change (Under former Item 335 (G) (4) (c))			£30 13s. 4d. or 40% or £2	£32 13s. 4d. or 40% or —	£35 or 45% or —
	(d) *Surface-coloured, but not impregnated, not covered by sub-paragraph (a), (b) or (c)* *per ton*	*ad val.* 30% or per ton	40%	45%	£28 3s. 4d.	£32 13s. 4d.	£35
	or { *ad val.* / *less per ton* — *whichever rate returns the lower duty.*	£32 13s. 4d. less *ad val.* 10%	£32 13s. 4d. —	£35 —	40% or £4 10s. 0d.	40%	45%
	(e) *Other* . . . . . *ad val.* or { *per ton* / *less ad val.* — *whichever rate returns the lower duty*	(Under former Item 335 (G) (5) (b)) No change (Under former Item 335 (G) (5) (b))			30% or £32 13s. 4d. less 10%	40% or £32 13s. 4d. —	45% or £35 —
	(6) *Having a substance exceeding 205 grams per square metre, coated, whether or not also impregnated, surface-coloured, surface-decorated or printed, not covered by paragraph (2) or (3):*						
	(a) *Having a value for duty not exceeding £108 17s. 9d. per ton* . . *per ton* or { *ad val.* / *less per ton* — *whichever rate returns the lower duty.*	No change (Under former Item 335 (G) (5) (c))			£27 13s. 4d. or 40% or £5	£32 13s. 4d. or 40% or —	£35 or 45% or —
	(b) *Other* . . . . . *ad val.* less *per ton* or *per ton*	40% or £5	40% or —	45% or —	30% or £5	30% or —	40% or —
		£27 13s. 4d. (Under former Item 335 (G) (5) (c))	£32 13s. 4d.	£35			
	(7) *Other (i.e. having a substance exceeding 205 grammes per square metre, not coated and not covered by paragraph (2) or (3))* . . . . . *per ton* or { *ad val.* / *less per ton* — *whichever rate returns the lower duty.*	No change (Under former Item 335 (G) (5) (c))			£27 13s. 4d. or 40% or £5	£32 13s. 4d. or 40% or —	£35 or 45% or —

Note: Specific rates are shown in Australian currency: £A125 = £ Sterling 100.

Reference to the Special Advisory Authority

DETAILS WERE GIVEN in the *Board of Trade Journal* of March 2, 1962 (page 472) of the Australian Government's decision in accordance with which quantitative restrictions may in future be imposed as an alternative, or as an addition to temporary duties.

A reference has now been made to the Special Advisory Authority in respect of **safflower seed oil and soya bean oil** (Tariff Items 230 (A) and (B) (4)).

Details of the Tariff Items under which the above-mentioned goods are dutiable are given below:

Note: Specific rates are shown in Australian currency: £A125= £100 Sterling.

Tariff Item	Goods	British Preferential	Most-Favoured-Nation	General
230	(A) Fixed vegetable oils, fluid or solid, crude, refined or purified:			
	(i) As prescribed by Departmental By-laws:			
	(d) Soya bean, for denaturation per gallon	1s. 8d.	2s.	2s.
	(5) (b) Safflower seed . . per gallon	1s. 10d.	2s.	2s.
	(B) Animal and vegetable oils, boiled, oxidized, dehydrated, sulphurized, blown or polymerized by heat in vacuum or inert gas or otherwise modified, but not including sulphonated oils:			
	(4) Of safflower seed oil base; of soya bean oil base . . . . . per gallon	1s. 10d.	2s.	2s.

In the short time available for investigation United Kingdom interests wishing to make their views known to the Special Advisory Authority will no doubt get in touch with their Australian agents or with the London office of the Australian British Trade Association, 42, Leicester Square, London, W.C.2. (Tel.: Whitehall 5072).

Any inquiries about this notice should be addressed to the Commercial Relations and Exports Department, Board of Trade, Horse Guards Avenue, London, S.W.1. (Tel.: Trafalgar 8855, Ext. 2840 or 3145) quoting reference No. C.R.E. 14163/63.

MALAYSIA (THE STATES OF MALAYA)

Customs tariff amended

THE BOARD OF TRADE have received a copy of the Malayan Customs Duties (Amendment) (No. 7) Order, 1963, which came into force on November 14, 1963. This Order amends the following items in the First Schedule to the Customs Duties Order, 1961 to read:

Code No.	Description	Rates of Duty: Full	Rates of Duty: Preferential
841431	Undergarments of cotton, not elastic or rubberized, knitted or crocheted . .	25% or $2·40 per doz. whichever	15% or $1·44 per doz. is the higher
841439	Undergarments, not elastic or rubberized except of cotton, knitted or crocheted . .	25% or $2·40 per doz. whichever	15% or $1·44 per doz. is the higher

Pioneer Industries Ordinance

THE BOARD OF TRADE have been informed that the Government of the States of Malaya has announced that the following industry and products have been declared a Pioneer Industry and Pioneer Products under the Pioneer Industries (Relief from Income Tax) Ordinance 1958:

Industry	Products
Rubber Products Manufacture	(i) Teats (ii) Prophylactics

The proposal to designate these products was announced in the *Board of Trade Journal* of August 30, 1963 (pages 478 and 480).

The Government of the States of Malaya has also announced that the following products have been deleted from the list of Pioneer Industries and Pioneer Products made under the Pioneer Industries (Relief from Income Tax) Ordinance 1958.

Products

Metal containers, all types made of steel sheet

A notice about this item appeared in the *Board of Trade Journal* of January 15, 1960, page 142.

All inquiries regarding this notice should be made to the Commercial Relations and Exports Department, Board of Trade, Horse Guards Avenue, London, S.W.1. (Tel. Trafalgar 8855, Ext. 2317) quoting reference CRE 1236/4/G.

CHILE

Further restrictions on imports

H.M. EMBASSY in Santiago has reported the issue of an Instruction by the Central Bank of Chile stating that from November 8, 1963, banks

CHILE, continued

must not give credit, either directly or indirectly, in Chilean or foreign currency, or open letters of credit for the import of goods included on the following list. Banks have been instructed that letters of credit must not be opened even against the deposit in local currency of the value of any goods included in the list. Nor must any credit be given, directly or indirectly, either in Chilean or foreign currency, to finance the import of these goods even if payment is by cash against documents.

Section	Group	Item
III	7	Natural musk.
		Natural beaver.
		Natural civet.
		Skins of fine hair, untanned.
	8	Mother of pearl, in pieces or discs, unworked.
	10	Alpaca wool.
		Mohair wool.
		Angora goat's hair or wool.
		Camel hair.
V	27	Soya flour.
VI	32	Spirituous liquors.
VIII	37	Other yarns.
	39	Elastic fabrics of synthetic fibres and rubber.
		Other fabrics.
		Woollen worsteds.
		Linoleum.
	43	Carpets.
IX	45/53	Compositions for sealing.
		Essences and extracts for making spirituous liquors.
		Formalin.
		Polyester for general use.
		'Simonizing' paste.
		Acrylic sheets of a minimum thickness of 1 mm.
		Sheets of polyester of a minimum thickness of 2 mm.
		Potassium carbonate.
	46	Bismuth hydroxide.
		Bismuth subcarbonate.
		Bismuth subgallate.
		Bismuth subnitrate.
		Bismuth subsilicate.
		Coca leaves.
		Retinefrin nebulizing solution.
		Effervescent analgesic products.
		Toilet preparations.
	49	Prepared paste for the manufacture of microgroove gramophone records.
	51	Mimeographic ink and concentrates for making stylographic and other special inks.
		Inks for regenerated cellulose film.
	54	Corrugated galvanized sheets.
X	57/58	Taps, faucets and valves, not specified, except those of cast iron, brass or copper, for water, gas, steam or air for domestic or industrial use and for distribution networks.
		Other utensils of iron, steel or other metals.
XI	61	Lifts and hoists and their accessories.
		Compressors and implements for air conditioning.
		Tanks for storing liquid gas.
		Rubbish incinerators.
		Lawn mowers.
		Domestic sewing machines of the table or portable type; complete heads for domestic sewing machines, except floor stands and their parts.
		Floor polishers and vacuum cleaners for heavy work, with motors of 1 h.p. or more and weighing more than 25 kilos.
		Sealed units for domestic refrigeration.
	62	2-pole motors for record players.
		4-pole motors for record players.
		Steam boilers of more than 150 sq. metres heating surface or over 180 lb. working pressure.
	63	Electric washing machines, excepting domestic washing machines with a capacity up to 7 kg. of dry clothes and motor up to 1·5 h.p.
		Electric torches of more than 3 elements.
		Cylindrical dry cell batteries for electric torches, of 1·5 volts and between 30 and 34 mm. diameter and 56 and 60 mm. height.
		Domestic washing machines.
XII	66	Aircraft for civil aviation.
		Bicycles.
		Pick-ups.
		Vans.
		Pieces and parts for motor vehicles.
		'Jeep'-type vehicles.
		Motor cars and station wagons.
		Pieces and parts for motor cycles.
		Pieces and parts for motor scooters.
XIII	68	Plate glass with two polished faces of more than 9·5 mm. thickness.
		Transparent plate glass of more than 9·5 mm. thickness.
		Other ceramics, glassware, manufactured stones and earths.
		Pressed glass, opaque or stained.
	69	Acoustic boards.
		Other worked woods.
	78	Pocket and wrist watches in cases of ordinary metals and alarm clocks.
		Snap clips for chains for pocket watches and for safety chains for wrist watches.
		Pocket and wrist watches in cases of precious metals.
	79	Headphones for radio receiving sets.
		Pneumatic post office equipment.
		Electric adding machines.
		Electric and electronic accounting and statistical machines.
		Electric calculating machines.
		Cash registers, typewriters, calculating, accounting and statistical machines.
		Parts and pieces for assembling record players and slot record players.
		Pieces and parts of radio-telephone receiving sets, except tubes, chassis, cabinets, metallic washers other than the pressure type, terminal strip connections, round wire springs and screws and others for television receiving sets.
		Assembled loudspeakers 2 in. to 12 in. and audio-frequency and power transformers.
		Pieces and parts for record players, except platforms, bases or chassis, arms, metallic washers except pressure washers, round wire springs and screws.
		Assembled radio receiving sets, recorders and record players.
		Assembled television receiving sets.
	81	Fountain pens, automatic pencils, their pieces and parts.
		Refrigerators.

ARGENTINA

Modifications to import lists

ARGENTINE GOVERNMENT DECREE No. 9102, of October 10, 1963, modifies as follows the lists attached to Decree No. 5439/59:

Article 1 **Tariff No. 1762.** Persimmon or Dogwood 'Cornel' with 'trasmutado' treatment, destined for the manufacture of shuttles for looms.
This item is hereby included in List No. 3 (40 per cent surcharge).

Article 2 **Tariff No. 2586.** Glass slides, only.
This item is hereby removed from List No. 4 (100 per cent surcharge).

Article 3 **Tariff No. 2585.** Flat glass of up to 1·5 mm. thickness, for the manufacture of sensitive photographic plates, subject to proof of use.
This item is hereby removed from List No. 3 (40 per cent surcharge).

Article 4 **Tariff No. 2585.** Flat glass of up to 1·5 mm. thickness, for the manufacture of sensitive photographic plates and slides, subject to proof of use.
This item is hereby included in List No. 3 (40 per cent surcharge).

Article 5 **Tariff No. 2005.** Atomizing nozzles of stainless steel with extra fine net protection for grain drying machine burners.
This item is hereby included in List No. 8 (80 per cent surcharge).

Article 6 **Tariff No. 1966.** Jute fibre for the manufacture of sacking (Burlap) only.
This item is hereby removed from List No. 1 (without surcharge).

Article 7 **Tariff No. 1966.** Jute fibre for the manufacture of sacking (Burlap) only, subject to proof of use.
This item is hereby included in List No. 1 (without surcharge).

Article 8 **Tariff No. 1159.** Special steel wire for the manufacture of valves and clutch springs complying with ASTMA 230/47 standard, only drawn and hardened, subject to proof of use.
This item is hereby removed from List No. 4 (100 per cent surcharge).

Article 9 **Tariff No. 1159.** Special steel wire for the manufacture of valves and clutch springs complying with ASTMA 230/47 standard, drawn and hardened, only for manufacturers of valves and clutch springs, subject to proof of use.
This item is hereby included in List No. 3 (40 per cent surcharge).

ST. LUCIA

Customs tariff amendment

THE BOARD OF TRADE have received a copy of an Ordinance which amends the First Schedule to the St. Lucia Customs Duties Ordinance by inserting after item 899-11 the following new item:

Item No.	Class or Description of Goods	Unit	Rate of Duty	
			Preferential Tariff	General Tariff
899-11.01	Polythene (grocery bags) . . .	lb.	5% *ad val.*	7½% *ad val.*

Inquiries about the above notice should be addressed to the Tariff Section, Export Services Branch, Board of Trade, Hillgate House, 35 Old Bailey, London, E.C.4. (Tel. City 5757, Ext. 471).

COLOMBIA

Revised duty on some motor vehicles and accessories

BY COLOMBIAN Decree 2177 of September 20, 1963, the reduction of customs duties on 'Jeep' type and 'Taxi' type vehicles and on imports

(*Continued on page* 1278)

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of chassis for buses, established by Decrees 578 of March 11, 1960 and 1116 of May 4, 1960, has been cancelled. The duty on imports of these types of vehicles is now as follows:

Item No.	Description	Duty
890	Motor vehicles with bodywork or complete:	
	A. Touring or sports motor vehicles, other than public service passenger vehicles:	
	3. Complete or incomplete, weighing up to 1,650 kgs., with the exception of 'Taxi' type vehicles the weight of which may be up to 1,720 kgs.:	
	(a) 'Jeep' type	10% *ad val.*
	(b) 'Taxi' type	20% *ad val.*
891	Motor vehicle chassis:	
	B. Other	10% *ad val.*

By Decree 2768 of November 14, 1963, the customs duties on piston rings will be nil specific and 5 per cent *ad valorem*.

JAMAICA

Import licensing arrangements

THE LIST of exceptions to the Jamaica Open General Licence (see *Board of Trade Journal* of April 28, 1961 page 1044) is further amended by the *deletion* of items 22 and 83 and the *substitution* therefor of the following:

1. Item 22. Artificial Flowers
2. Item 83. Machinery for manufacturing asbestos cement piping, sheeting, tiles and roofing materials.

Inquiries about the above notice should be addressed to the Tariff Section, Export Services Branch, Board of Trade, Hillgate House, 35 Old Bailey, London, E.C.4. (Tel. City 5757, Ext. 471).

LETTERS TO THE EDITOR

Editorial communications should be addressed to the Editor, Board of Trade Journal, *Room* 2410, *Board of Trade, Horse Guards Avenue, London, S.W.*1 (*Tel. Trafalgar* 8855, *Ext.* 2192). ***Telegrams and cables should be addressed 'Boneblack, London.'***

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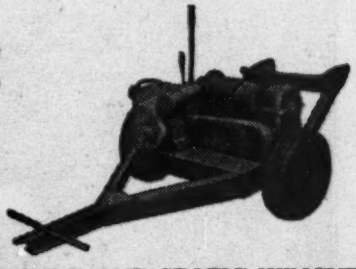

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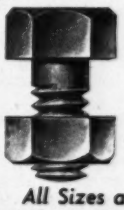

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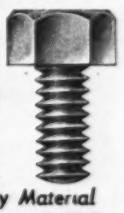

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PHOTOGRAPHS FOR THE JOURNAL

The Editor will be glad to consider prints of industrial photographs suitable for publication in the Board of Trade Journal.

Black and white prints. *These should be 'action' photographs showing U.K. goods being inspected by overseas buyers or in process of being packed or shipped for export or being unloaded, installed or in use at the overseas destination.*

Photographs of U.K. businessmen in discussion with overseas buyers and of visitors at exhibition stands overseas are also acceptable.

Colour photographs. *Four-colour illustrations with an export angle and for which blocks are available will be considered for use as coloured cover illustrations.*

EXPORT INQUIRIES

Most of the detailed information which British traders may need to help them sell their goods overseas can be obtained by contacting the nearest Regional Office of the Board of Trade or the Export Services Branch (Hillgate House, 35 Old Bailey, London, E.C.4. Tel. City 5757).

It may save you time if your export inquiries are sent in the first place to the Board of Trade rather than to Trade Commissioners or Commercial Officers overseas. A list of addresses of Regional Offices of the Board of Trade appeared in the Board of Trade Journal, *November* 8, 1963 (*page* 1035).

Index to statistics published regularly in the Board of Trade Journal

A = annually; M = monthly; Q = quarterly; 6-M = every six months.

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Balance of payments (Q)	4 Oct. 1963
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– final (Q)	11 Oct. 1963
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Board of Trade Departments, etc.

Subject	*Last published*
British Commercial Representatives Overseas	11 Oct. 1963
Board of Trade Departments	This week
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ECGD Local Offices	27 Sept. 1963
British and Commonwealth Chambers of Commerce and other British Business Organizations Overseas	1 Nov. 1963
U.S. Consular Offices in the U.K.	21 July 1961

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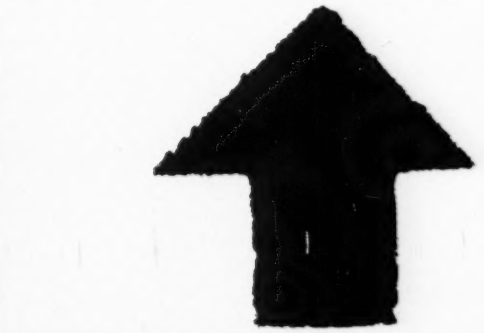

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THE CITY OF STEEL SELLS TO SPAIN

SUPERMERCADO de Narvaez, a family concern, is one of Madrid's most successful supermarkets, and a showplace for canned foods. Of Spain's three big can manufacturers, two obtain about half their tinplate from The Steel Company of Wales, and the third about 80%.

Behind Spain's idyllic holiday façade is a changing society and an economy set for expansion. Since 1959 the Spanish authorities have pursued an outward-looking economic policy, encouraged by international aid and study groups and by a desire to join the Common Market.

Internally, too, things are moving: the Government last year increased substantially the wages of all low-paid workers, a stable middle class is growing and there is increased industrial investment.

Britain is Spain's best trading partner, taking nearly a fifth of her total exports, while her imports from Britain rose steeply in 1962. Among these imports were sheet steel and tinplate from The Steel Company of Wales.

Last year the "City of Steel," the great steelworks at Port Talbot, achieved world exports worth £35 million in the face of heavy competition. This amounted to 45% of all Britain's sheet steel exports and 75% of her tinplate exports.

Familiar figures in the Plaza de España, Madrid, backed by Spain's tallest building

REAL MADRID fans will recognize star Puskas illuminated by the 480 floodlights of the Estadio Santiago Berabeu. The three transformers were manufactured by Fabrica Electrotecnica Chamartin using special electrical steel from the Newport Division of The Steel Company of Wales.

HOT LUNCH COSTS 3d (2 pesetas) for workers in this canteen, subsidized by a group of factories. In canteens and homes all over Spain you find cookers, refrigerators and other domestic equipment made by firms like Talleres Ulgor SA, using sheet steel from The Steel Company of Wales.

SPANISH TIDDLYWINKS

"Chapas" came in with metal bottle tops, and is a game with endless variations. Spain's biggest makers of crown corks (for orthodox use) are Industrias Metálicas Vizcainas. They buy nearly all their tinplate from The Steel Company of Wales, who supply about three-quarters of all tinplate used for this purpose in Spain.

Steel for the World from Wales

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